

1941



1941
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SHOW
NUMBER

The Coin Machine Review

JANUARY, 1941

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ToneColumn

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**GIVES TO OPERATORS OF THE NATION THE
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HAPPENED TO MUSIC! . . . AN AMAZING
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No greater musical thrill has ever been conceived! Here, rich and alive and vivid is *perfect stereoscopic reproduction of sound as it was originally recorded*. Does for tone quality what diffused lighting does for illumination. ROCK-OLA SPECTRAVOX TONECOLUMN is a masterful achievement of sound engineering and a glorious spectacle of scintillant color!

ROCK-OLA

Leads Again!



Another
WURLITZER
REG. U.S. PAT. OFF
Victory



Never before has Wurlitzer set the pace for style and beauty more decisively than on its Super De Luxe 1941 Victory Model 850.

Here, to Glamour Lighting on the grand scale, Wurlitzer adds the wonder of Polaroid Illumination to magically light its attention-arresting peacock panel.

Glowing plastic pilasters! A gorgeously designed grille with tubes of gay champagne bubble illumination! A record changer background featuring the peacock motif. Add to this the ever-changing magic of Polaroid Illumination and you have an instrument that will be the center of all eyes in any location.

Nothing like it has ever been seen before on any phonograph! Words can't describe it! Pictures can't portray it! You must see Polaroid Color and Light in action to appreciate that for appeal to the eye, it's an all-time high!

*T. M. Reg. U. S. Pat. Off. by Polaroid Corp.





MODEL 850

GLORIOUS NEW ACHIEVEMENT IN GLAMOUR LIGHTING

POLAROID ILLUMINATION IS WURLITZER'S

And Wurlitzer's Alone in the Automatic Phonograph Field

Ever alert to scoop the industry in spectacular lighting effects—to give Wurlitzer Music Merchants the newest and best, Wurlitzer engineers quickly sensed the startling contribution that Polaroid Illumination could make to Glamour Lighting on the 1941 Wurlitzer Victory Model 850.

Today this sensational development of science, mystical in its workings, magical in its effects, is Wurlitzer's and Wurlitzer's alone in the automatic phonograph field.

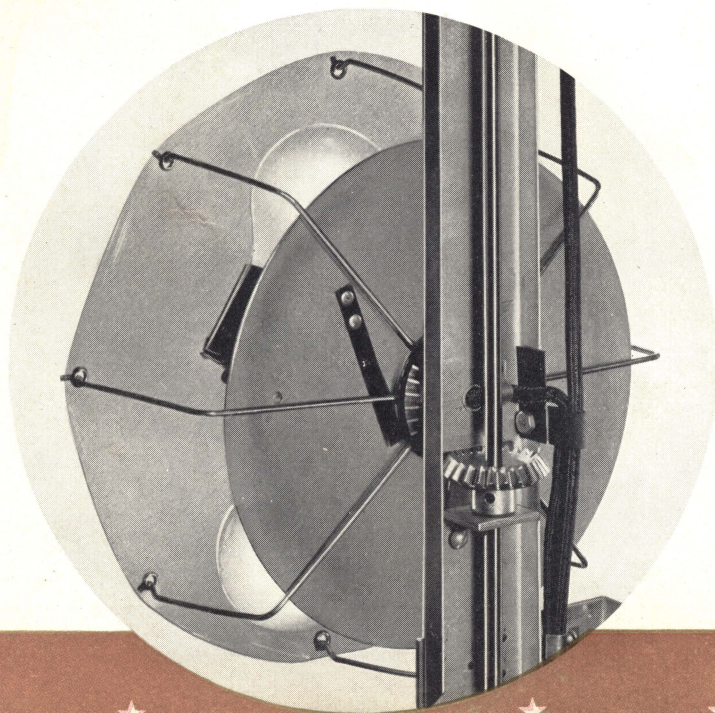
No other phonograph manufacturer can apply

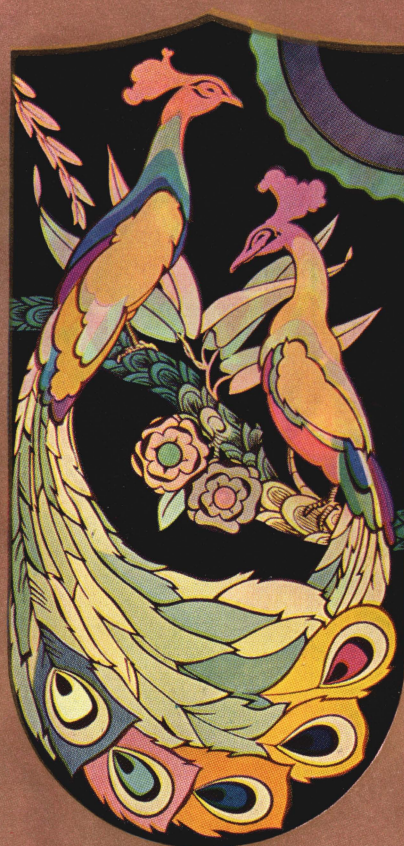
Polaroid Light to the illumination of his instruments. Only the Wurlitzer Victory Model 850 features this great step ahead in attention-arresting eye appeal.

Every feather on the peacocks, every background leaf and flower is ablaze with a perpetual parade of ever-changing, eye-challenging hues.

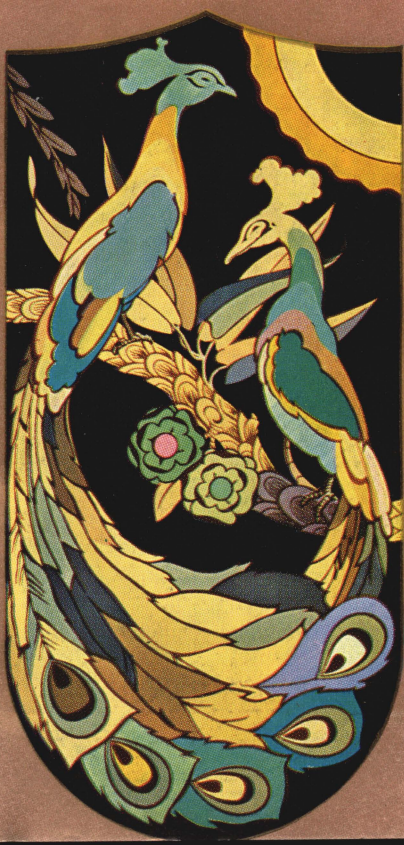
Only by seeing Polaroid Illumination in action can you realize that it is the greatest advance ever made in translating eye appeal into earning power on a phonograph—and that it will enable you as a Wurlitzer Music Merchant to rise head and shoulders above all competition in gaining locations and producing profits during 1941.

All the colors of the rainbow are produced on the Peacock Panel from ordinary electric light, as shown in illustration at left. Shining through two revolving discs of Polaroid Film—then through the peacock pattern built up of tiny pieces of colorless Cellophane in varying sizes and layers—and finally through a second Polaroid Film—pure white light is transformed into a myriad of gorgeous hues that give the Peacock Panel its spectacular color effects.





*An Eye-Arresting Parade of Ever-Changing
Polaroid Colors Animates the Peacock Panel
on the Wurlitzer Victory Model 850*



Breath-Taking Life and Action of

POLAROID ILLUMINATION

ON THE MODEL 850

Will Win The Best Locations

The breath-taking beauty and eye-arresting action of Polaroid Light and Color is so far ahead of anything ever offered on any automatic phonograph that it assures a sensational reception for Wurlitzer's Super DeLuxe Victory Model 850.

Location owners will *want* it on sight! Patrons will *play* it on sight!

Without exception or exaggeration, the Victory Model 850 offers Wurlitzer Music Merchants the greatest opportunity they have ever faced to capture the cream of the locations in their territories—to hold them against all competition—to roll up new records for profits based on the spectacular contribution of Polaroid Colors to the eye and play appeal of this phenomenal phonograph.



MOST GORGEOUS PHONOGRAPH EVER BUILT



Look and see! You'll agree! Wurlitzer has done it again. Broken with tradition . . . out-stepped competition in styling its new Victory Model 750.

Note its novel and beautiful cabinet. Here's a glorious new version of Glamour Lighting. Brilliant plastic pilasters! Illuminated basketweave grille! Blue plastic panels on the coin slide unit! And, again, animated tubes of gay dancing champagne bubble illumination to command attention and inspire play!

Never before have costly veneers and glowing plastics been so richly and capably combined to arrest attention.

See and hear this vividly beautiful Victory Model 750 at your Wurlitzer Distributor's. You'll readily realize it is destined to win new locations and greater profits for you during 1941.





MODEL 750

NEW BEAUTY ★ NEW APPEAL ★ NEW EARNING POWER

★
★
★
★
★

NEW BEAUTY
NEW EARNING POWER

Distinguish The
WURLITZER
Victory Model 750

★

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Never before has a standard model phonograph offered the eye appeal built into Wurlitzer's Victory Model 750.

★
★

Its ultra-smart oval styling combining colorful plastics with beautiful cabinet woods and artistic polished metal trim is distinctly new in this industry.

★
★

Like the DeLuxe Model 850 and the Colonial Model 780, it can be adapted for wired and wireless Remote Control equipment.

★

It is also available with Electric Keyboard Selector at slight extra cost.

★
★
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Wurlitzer presents the Victory Model 750, confident that it will play an important part in making 1941 second to none as a year of profit opportunities for Wurlitzer Music Merchants all over America.

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CENTER OF ATTRACTION IN ANY LOCATION



NOTHER Wurlitzer first! A new Wurlitzer Phonograph that meets the demand for an instrument of conservative design in the hard-to-get high-class location field—the Colonial Model 780.

Governor Winthrop cabinet top! Pewter-finished hardware! Spinning-wheel grille with patchwork background! Butterfly peg construction!

Here is authentic early American beauty in an instrument that will open to Wurlitzer Music Merchants the doors of the finest hotels, private clubs, night clubs and other hard-to-get locations, as well as thousands of restaurants, cocktail lounges and similar places of distinctive character.

Capitalize on this exceptional opportunity to land locations you could never touch before—to make your 1941 profits the highest in your history!

Model 780 is available with Electric Keyboard Selector at slight extra cost.





MODEL 780

A TRIUMPH IN CONSERVATIVE BEAUTY

Every Victory Model
IS ALIVE WITH EXCLUSIVE
MONEY MAKING FEATURES

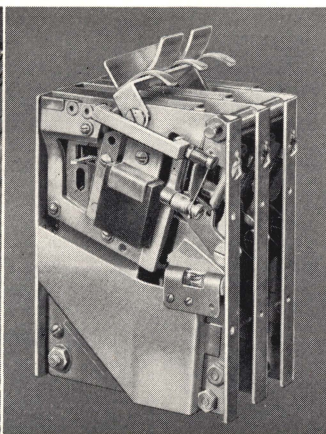
Including
GLAMOUR LIGHTING
24 RECORDS
and
VISIBLE RECORD
CHANGER



RIGID, RUGGED COIN SLIDES. All Wurlitzer Victory Console Models have 24 records and rugged 5, 10 and 25c coin slides that guard against trash.

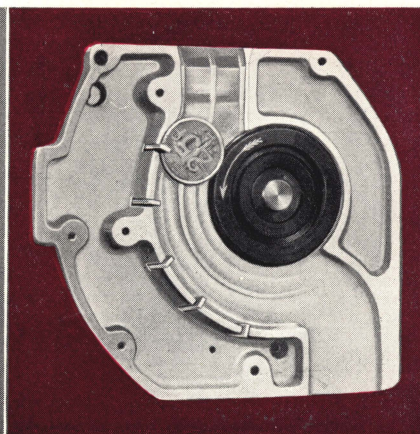
Counter Model 81 has 12 records and 5, 10 and 25c drop type coin slots.

Models 850-750-780 and 81 have illuminated coin entry.



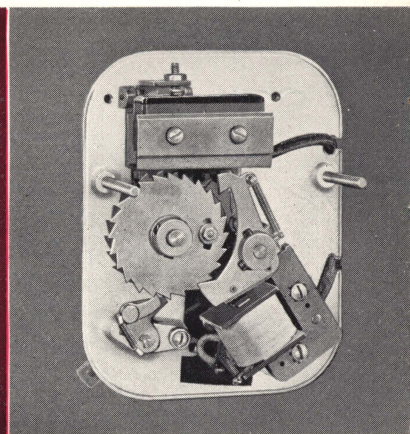
SLUGPROOF MAGNETIC COIN SELECTOR. All Console Models and Counter Model 81 feature the latest, most efficient selector made.

Offers more accurate sizing of coins, may be adjusted to non-level floors, has coin return button, is slugproof.



FOOLPROOF MOTO-DRIVE COIN SWITCH. Still the greatest contribution to efficient play registration ever made—now proven by field operation on thousands of Wurlitzer Phonographs.

No butterfly switches. Action is positive, power driven, foolproof. Developed and patented by Wurlitzer—available on all Victory Models except Model 41 which operates with a single coin switch.



MINIMUM-POWER MAGAZINE SWITCH. Rounding out the most efficient coin equipment of any automatic phonograph, Wurlitzer's magazine switch requires no transformer, no lamps—has proved its perfection in thousands of phonographs.

WURLITZER STANDS FIRST IN AUTOMATIC PHONOGRAPH SALES



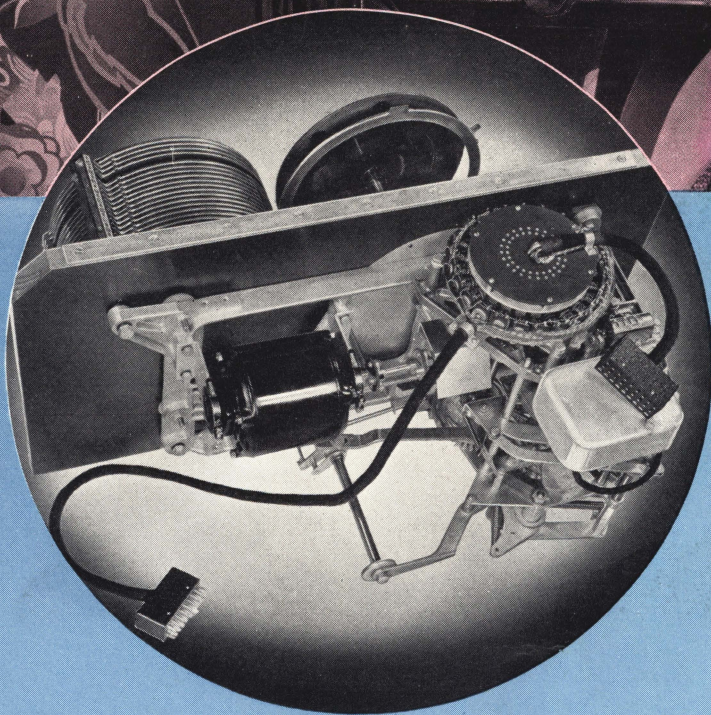


EYE-LINE PUSH BUTTON ELECTRIC SELECTOR ON MODEL 850 GUARANTEES PATRON EVERY PLAY SELECTED

Wurlitzer's Electric Selector offers patrons absolute protection for the selections they make. No lost plays. No substitute plays. This cheat-proof Electric Selector assures the patron one play for every nickel—two plays for every dime—five plays for every quarter.

Each push button on Wurlitzer's new Eye-Line Selector is brilliantly illuminated and directly opposite the program slip. The necessity of referring to a number in order to make a selection is entirely eliminated.

When a record is selected the button light goes out—remains out until that record is played. Patrons can readily see what records have already been selected.

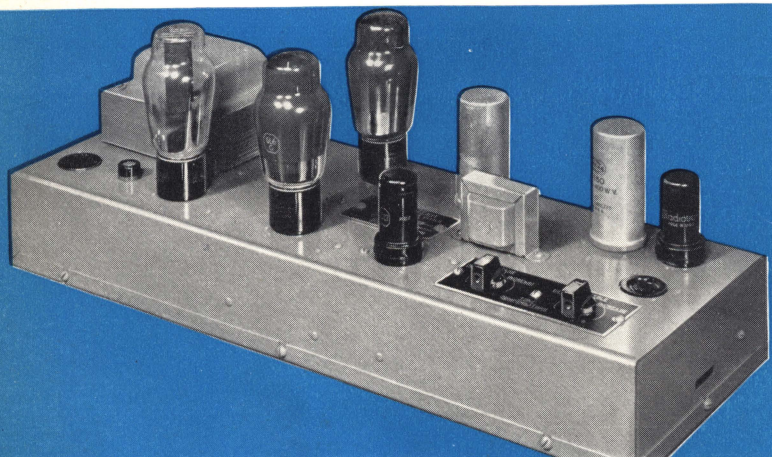


Chassis of Wurlitzer Electric Selector showing simple construction and ready accessibility for quick service.

They cannot change them—either at the phonograph or from any Wall or Bar Box. They must deposit a coin to make additional selections.

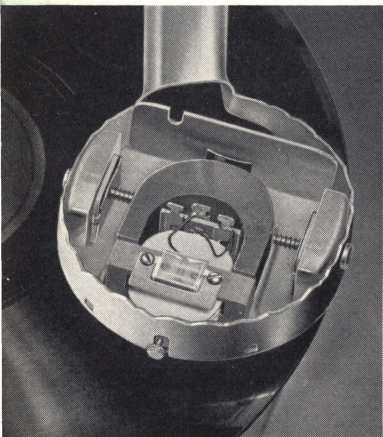
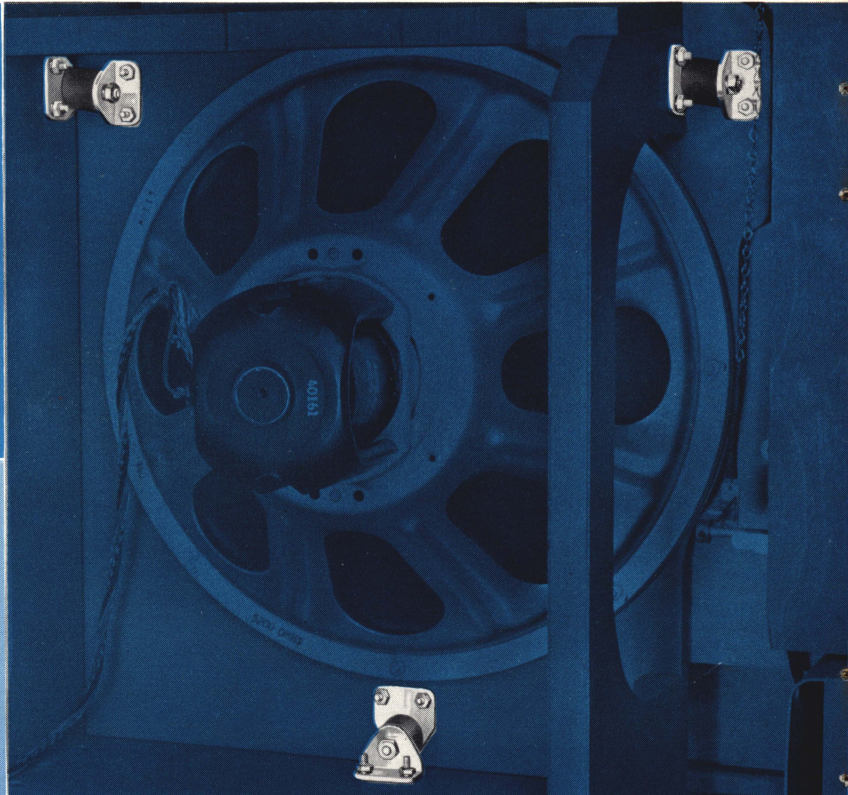
Wurlitzer's Eye-Line Electric Selector is furnished as standard, built-in equipment on the Victory Model 850.

★ ★ SELLS MORE PHONOGRAPHS THAN ALL OTHER MAKES COMBINED

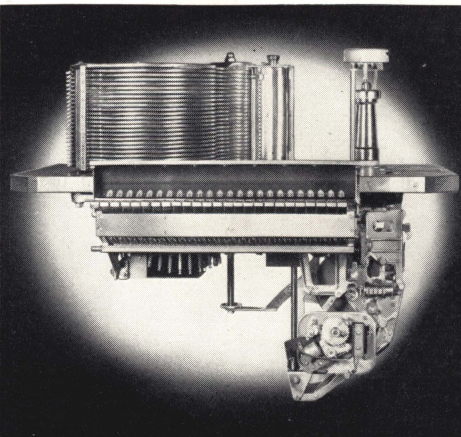


Above: IMPROVED TONE THROUGH "INVERSE FEED-BACK".—Improved bass range on all Victory Models is accomplished by "Inverse Feed-Back" circuits in amplifiers. Provides much wider range of low frequency reproduction. The tendency of ordinary phonographs to over accent certain bass notes is overcome with the "Inverse Feed-Back" principle. More than ever Wurlitzer tone stands supreme.

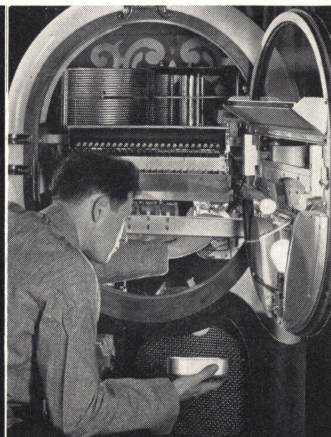
Right: SPEAKERS RUBBER-MOUNTED TO ABSORB VIBRATION.—On all Victory Models normal speaker vibration is prevented from reaching cabinet by vibration-absorbing "Rubber-In-Shear" mounts. This application to speaker suspension of the same principle as automotive "Floating Power"—a Wurlitzer innovation—eliminates tone distortions due to cabinet vibration.



SIMPLIFIED PICK-UP EXTENDS RECORD, NEEDLE LIFE.—Wurlitzer's field approved, factory-sealed, magnetic Pick-Up requires no adjustments, assures longer record and needle life as well as improved tone.



TIME-TESTED WURLITZER RECORD CHANGER.—Famous for dependability and service-free operation, the Wurlitzer Record Changer is recognized as the best engineered mechanism of its kind in the automatic phonograph industry.



MONEY-SAVING SERVICE ACCESSIBILITY.—Wurlitzer's time-clipping, money-saving, front door Hi-speed Service Set-up applies to all Victory Models—makes collections, record changing and all service easy and economical.



HI-SPEED SERVICE ON COUNTER MODELS TOO.—Despite their compactness, Wurlitzer Counter Models are equally easy to service. Unit assembly construction reduces service on location to a minimum.

WORLD'S LARGEST MANUFACTURERS OF AUTOMATIC PHONOGRAPHS

Specifications

MODEL 850

DIMENSIONS—65½" high x 39" wide x 26½" deep.

WEIGHT—410 lbs.—Crated 495 lbs.

COIN EQUIPMENT—5, 10, 25c Illuminated Coin Entry Slides—Magnetic Slug Rejectors with adjustment for levelling. Wurlitzer Moto-Drive Coin Switch.

RECORD CHANGER—24 Records—Electric Selector with convenient Selector Buttons next to corresponding Program Slip—Selector Buttons and Program Slips Illuminated—Automatic Selection Indicator—Record Tray shows number being played—Individual Selector Button Lights go out as selections are made—Instant Set-back Play Meter—True Tracking Tone Arm—Non-adjustable Magnetic Pick Up—Pick Up Silencer for Record Trip Groove—Built-in Automatic Motor Protector.

SOUND SYSTEM—Amplifier—Model 501. Tube complement—1—Type 5Z3; 2—Type 6L6G; 1—Type 6SC7; 1—Type 6JF. Speaker, Concert Grand 15" Electro-Dynamic—Key Type Volume Control, Ear Compensated—Dual Tone Controls independently and continuously variable for bass and treble.

CABINET—Steel Reinforced Construction—Selected and figured matched Walnut with Acacia Burl and straight grained Paldao Veneers—Hardwood Scuff-proof Base—Illuminated, colorful plastics—Full vision record compartment—Metal speaker grille—Front door opens for Hi-speed Service.

WATTAGE—Lighting 385—Complete phonograph 580.

AUXILIARY EQUIPMENT—Provision in amplifier for connection of auxiliary speakers—Microphone and remote volume control available—Adapters for wired and wireless remote control equipment can be installed.

MODEL 780

DIMENSIONS—61" high x 37¾" wide x 25¼" deep.

WEIGHT—317 lbs.—Crated 410 lbs.

COIN EQUIPMENT—Same as Model 850.

RECORD CHANGER—24 Records—Mechanical Keyboard Selector—Instant Set-back Play Meter—Record Tray shows number being played—True Tracking Tone Arm—Non-adjustable Magnetic Pick Up—Pick Up Silencer for Record Trip Groove—Built-in Automatic Motor Protector.

SOUND SYSTEM—Amplifier—Model 501. Tube Complement—1—Type 5Z3; 2—Type 6L6G; 1—Type 6SC7; 1—Type 6J5. Speaker, 15" Electro-Dynamic—Key Type Volume Control, Ear Compensated—Dual Tone Controls independently and continuously variable for bass and treble.

CABINET—Custom-built Authentic Early American Reproduction—Selected Maple Veneers—Steel Reinforced—Pewter-finish trim—Full vision record changer compartment, attractively decorated—Illuminated, hammered, stained-glass panels—Distinctive, illuminated grille—Lower and upper doors open for Hi-speed Service.

WATTAGE—Lighting 170—Complete phonograph 325.

AUXILIARY EQUIPMENT—Same as Model 850.

MODEL 780-E

Same as Model 780 except with Electric Keyboard Selector and adapted for 30 Wire Remote Control.

MODEL 750

DIMENSIONS—55¾" high x 32" wide x 26" deep.

WEIGHT—308 lbs.—Crated 385 lbs.

COIN EQUIPMENT—Same as Model 850.

RECORD CHANGER—Same as Model 780.

SOUND SYSTEM—Same as Model 780.

CABINET—Myrtle Burl and Figured Matched Walnut Veneers—Hardwood Scuff-proof Base—Steel Reinforced—Illuminated, colored plastics—Full Vision Record Changer Compartment—Illuminated grille—Bubble Tube action in illuminated front—Polished metal trim—Grille Door and Front Door open for Hi-speed Service.

WATTAGE—Lighting 245—Complete phonograph 400.

AUXILIARY EQUIPMENT—Same as Model 850.

MODEL 750-E

Same as Model 750 except with Electric Keyboard Selector and adapted for 30 Wire Remote Control.

MODEL 81

DIMENSIONS—23½" high x 22½" wide x 19⅝" deep.

WEIGHT—146 lbs.—Crated 186 lbs.

COIN EQUIPMENT—5, 10, 25c Illuminated Coin Entry Slots—Magnetic Slug Rejectors with adjustment for levelling—Wurlitzer Moto-Drive Coin Switch.

RECORD CHANGER—12 Records—Mechanical Keyboard Selector—Standard Play Meter—True Tracking Tone Arm—Non-adjustable Magnetic Pick Up—Built-in Automatic Motor Protector.

SOUND SYSTEM—Amplifier—Model 071. Tube Complement—1—Type 80; 2—Type 6F6G; 1—Type 6SC7; 1—Type 6J5. Speaker, 8" Electro-Dynamic—Key Type Volume Control, Ear Compensated—Dual Tone Controls independently variable for bass and treble.

CABINET—Steel Reinforced Construction—Piano-type finish front, sides, top and back—Highly figured Oriental Walnut with Myrtle Burl—Ebony base—Illuminated plastics—Serviced from front.

WATTAGE—Lighting 45—Complete phonograph 190.

AUXILIARY EQUIPMENT—Provision in amplifier for connection of auxiliary speakers—Remote Volume Control—Equipment for connection of non-selective wall boxes available.

MODEL 41

DIMENSIONS—Overall 17" high x 21¼" wide x 18⅞" deep. Base—15" wide x 14¾" deep.

WEIGHT—105 lbs.—Crated 146 lbs.

COIN EQUIPMENT—One 5 or 10 or 25c Magnetic Slug Rejector with Single Coin Switch giving one play per coin regardless of denomination—Illuminated Coin Entry Slot.

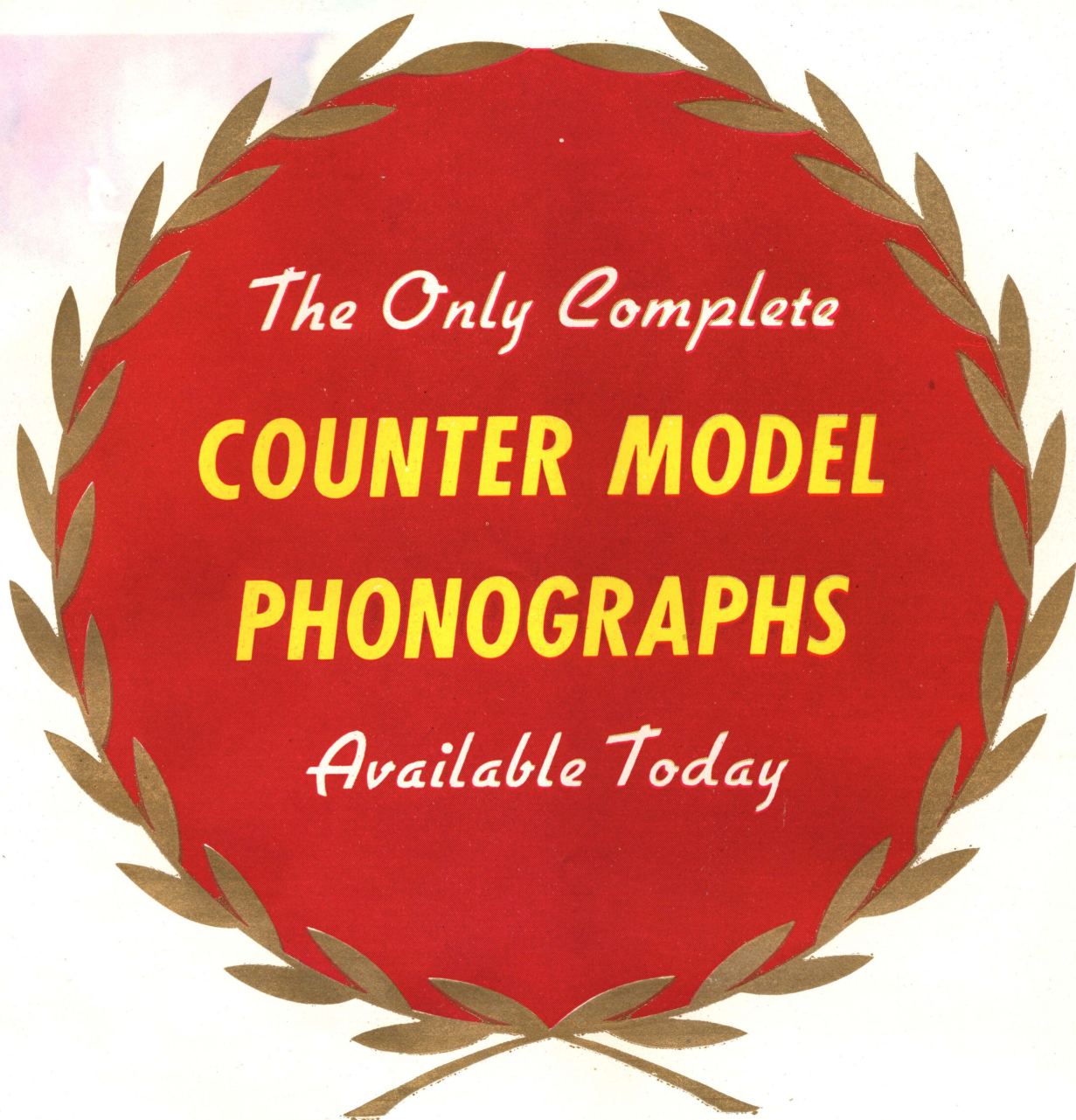
RECORD CHANGER—12 Records—Mechanical Selector—True Tracking Tone Arm—Non-adjustable Magnetic Pick Up—Built-in Automatic Motor Protector.

SOUND SYSTEM—Amplifier—Model 041. Tube Complement—1—Type 6X5G; 2—Type 41; 1—Type 6SC7. Speaker—6" Electro-Dynamic—Volume Control—Key Type, Ear Compensated—Tone Control—2 Position, located inside Cabinet.

CABINET—Finished front, sides, top and back—Myrtle Burl Veneer—Ebony Base—Steel Reinforced—Illuminated plastics at four corners—Auto type, counter-balanced lid—Serviced from front.

WATTAGE—Lighting 45—Complete phonograph 150.

AUXILIARY EQUIPMENT—None.



The sensational success of Wurlitzer Counter Models is known to every Music Merchant in America. It has enabled Wurlitzer Music Merchants to dominate the small location field and pocket important extra profits as a result.

That this leadership shall continue is assured by the inclusion of two brilliantly beautiful Counter Models in the Wurlitzer Victory line for 1941.

Victory Model 81 features a cabinet design of highly figured Oriental Walnut and Myrtle Burl with plastic pilasters of new eye-catching brilliance.

Model 41 remains in the line. Smallest Counter Model ever built, it costs so little to buy and operate that it's a guaranteed big money maker.

Both are complete phonographs with Built-In Speakers, Glamour Lighting and Visible Record Changers. Each offers a wide-open opportunity for Music Merchants to extend their operations and their profits during 1941.

WURLITZER'S THE WINNER IN THE COUNTER MODEL FIELD



MODEL 81

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MODEL 41



● When you operate Wurlitzer Automatic Phonographs you are in a position to capitalize on "a name famous in music for over two hundred years." No other automatic phonograph has this public acceptance. The name "Wurlitzer" is known and recognized by location owners and patrons alike for the best there is in automatic music. Cash in on this fact with Wurlitzer Victory Models. It means more locations—greater profits for you as a Wurlitzer Music Merchant all during 1941.

The Rudolph Wurlitzer Company, North Tonawanda, New York.
Canadian Factory: RCA-Victor Co. Ltd., Montreal, Quebec, Canada.

Wurlitzer Automatic Phonographs are Sold Only to Music Merchants

PRINTED
IN
U.S.A.

NOW'S THE TIME TO BUY



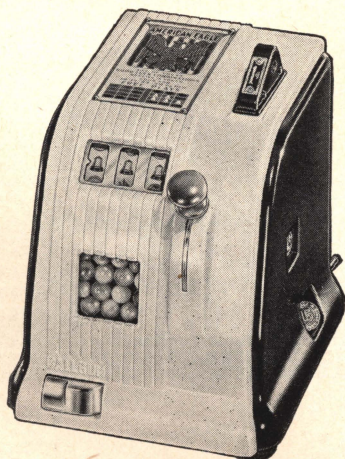
**GOLD AWARD MYSTERY PAYOUT
COMPLETELY ADJUSTABLE AND
CONTROLLED BY OPERATOR**

**1c PLAY CAN AWARD AS HIGH
AS \$5 ON GOLD AWARD TOKEN!**

**5c PLAY CAN AWARD AS HIGH
AS \$25 on GOLD AWARD TOKEN!**

★
SAMPLE
\$32.50

★
BALL
GUM
MODEL
\$2.00
EXTRA



★
10 FOR
\$275.

★
GOLD
AWARD
MODEL
\$1.50
EXTRA

● These terrific odds get BIG, STEADY PLAY ON EVERY LOCATION! That's WHY more and more operators are now buying Mystery Payout Gold Award Model American Eagle! Control your own Awards! Cash in quick by Rushing Your Order to Your Nearest Daval Distributor Today!!!

SEE DAVAL'S DISPLAY at BOOTHS 52 & 53

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Pacific Coast • MAC MOHR CO • 2916 W. PICO BLVD • LOS ANGELES, CALIF.

The Coin Machine Review

*For the wrong that needs resistance;
For the cause that lacks assistance;
For the future in the distance,
And the good that it can do!*

January, 1941

With this issue of THE REVIEW we start another year of service to the thousands of operators, jobbers, distributors and manufacturers throughout the United States, 17 foreign nations and the Latin American countries.

It has been the policy of this publication from the very start, to give a complete, accurate and unbiased presentation of Industry activities at the time of publication. We have never permitted advertisers to sway us with promises of heavy space but instead we have held steadfast to our conviction that if a publication is to rightly serve the operating fraternity of this great industry it must be true and faithful to its readership. THE REVIEW, we can truthfully say, has kept that pledge.

In this issue you will find the most interesting editorial content we have passed your way for some little time. The amplification of coverage to include the new coin-operated movies marks the first step of any publication in this industry to so do.

With this issue we wish all of our readers, their employes, and staff, the most prosperous 1941 possible. We'll do our best during the year to give you an accurate and truthful picture of activities without unnecessary flourishes and embellishments.

THE COIN MACHINE REVIEW
1115 VENICE BLVD. LOS ANGELES, CAL.
Fitzroy 8269

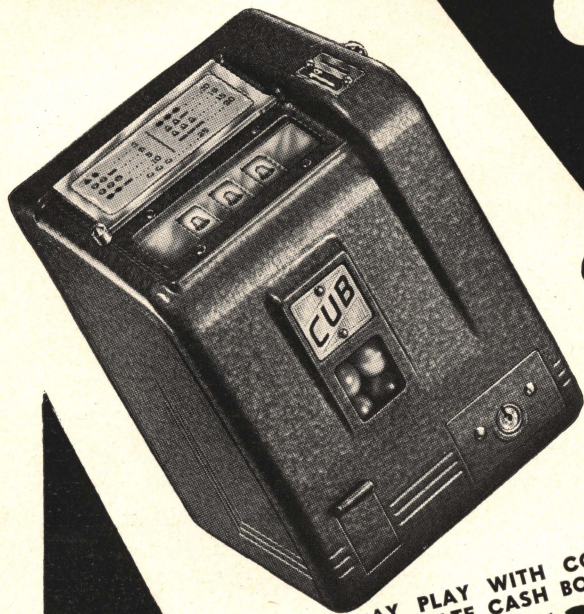
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CEntral 1112

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RALPH R. MULLIGAN, 441 LEXINGTON AVE.
Murray Hill 2-5589

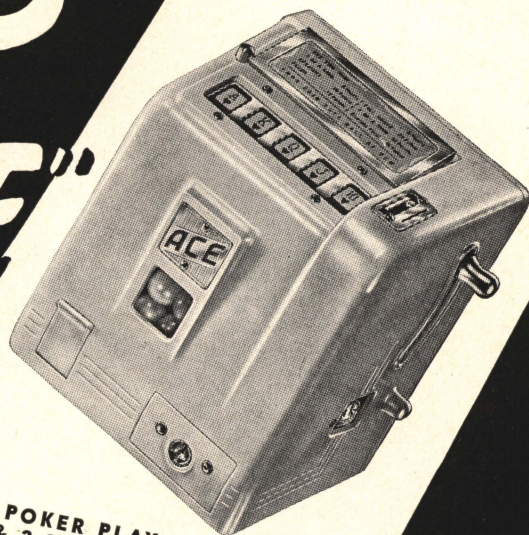
23
COIN
MACHINE
REVIEW

HAPPY DAYS ARE HERE AGAIN!

"CUB" and "ACE"



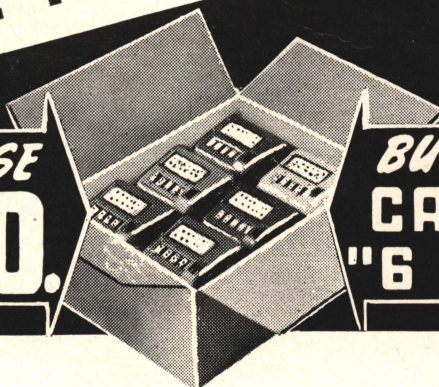
3 REEL—3 WAY PLAY WITH COIN
DIVIDER & 2 SEPARATE CASH BOXES
SAMPLE \$13⁹⁵



5 REEL POKER PLAY WITH COIN
DIVIDER & 2 SEPARATE CASH BOXES
SAMPLE \$14⁹⁵

24
COIN
MACHINE
REVIEW

BUY 'EM BY THE CASE
CASE OF "6 ACES" \$80.



BUY 'EM BY THE CASE
CASE OF "6 CUBS" \$75.

HOLIDAY GREETINGS

HAPPY DAYS ARE HERE AGAIN AND WE SINCERELY HOPE THE FORTHCOMING YEAR WILL BRING YOU THE UTMOST IN HEALTH, HAPPINESS AND PROSPERITY.

DAVAL COMPANY

JANUARY 1941
COIN MACHINE SHOW
SHERMAN HOTEL, CHICAGO
13 14 15 16

SEE OUR DISPLAY

BOOTH 52 & 53

DAVAL, 2043 CARROLL AVE., CHICAGO

Pacific Coast • MAC MOHR CO. • 2916 W. PICO BLVD • LOS ANGELES, CALIF.

HERE'S

Bally's

NEW MACHINE-GUN SENSATION!

DEFENDER

NEW "TELESCOPE" SIGHT!

Creates thrilling illusion of distance! Plane appears to be soaring far overhead . . . yet entire machine actually requires less floor space than a pin-game!

REALISTIC TARGET!

Not a "movie"—but a miniature model pursuit plane in action. Angle at which plane zooms into view constantly changes . . . insuring powerful suspense and "try-again" repeat play skill appeal!

PROVED! IMPROVED!

All the proved and potent play-appeal of Bally's record-smashing Rapid-Fire . . . plus new profit-boosting features and mechanical refinements galore! Gun is popular sub-machine gun type . . . favorite of players from coast to coast . . . quickly adjustable to comfortable shoulder level . . . swivels 4-ways to insure accuracy of aim . . . actually shoots light rays . . . 100 shots for 5 cents.

COMPACT UNIT CABINET

Actually requires less floor space than a pin-game. One-piece cabinet, only 50 in. long by 32 in. wide, 5 ft. 10 in. high, eliminates connection cord . . . wins a welcome in busy crowded spots.

You know the record-smashing profit-power of Rapid-Fire. Now increase your machine-gun earnings . . . and grab the busy, crowded, big-money locations with DEFENDER, the Rapid-Fire gun for 1941! See your distributor or write factory today.

JANUARY 1941
COIN MACHINE SHOW
SHERMAN HOTEL, CHICAGO
13 14 15 16
BOOTHS 16, 17, 18, 49, 50, 51

BALLY MANUFACTURING COMPANY

2640 BELMONT AVENUE
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26
COIN
MACHINE
REVIEW

See
**A-B-T's
NEW MODELS**

•
**RIFLE SPORT
TARGET SKILL
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COIN CHUTES
and
DETECTORS**

A-B-T MFG. CORP.

715 N. KEDZIE AVE.

CHICAGO, ILLINOIS

Stage Set For "Biggest Show Ever!"

CHICAGO—The last drape has been hung, the last machine spotted in place, the last electrical connection made, and officials tell us the Greatest Coin Machine Show ever staged in the Industry's history will be unveiled for the eager eyes of thousands of operators from all parts of the country at the Sherman Hotel on Monday morning, January 13th.

The Coin Machine Industry has made tremendous progress during the year 1940 and every indication points to a record-breaking attendance at the four-day showing.

The 1941 Event officially opens at noon on the 13th with a Home-Coming Luncheon at which Jimmy Conzelman, vice president and coach of the Chicago Cardinals professional football team, will be a guest speaker. Prominents of the Industry will be on parade along with stars of radio, stage and screen and a bang-up entertainment program is assured.

Following the Luncheon the Exhibit Halls will open at 2 p.m. Indications are that there will not be one single booth unoccupied for booth sales have been unusually brisk and a week prior to opening date it seemed certain that the Show would be a complete sell-out. This in itself is remarkable for this year, for the first time, an additional floor has been opened up to care for the Exhibitors who are coming to look upon the Annual Show as the one place to properly show-case their products to an interested audience from coast-to-coast.

Several of the new coin-operated motion picture machines will be on display along with displays from firms ready to supply film products for this new phase of entertainment. At least two or three such machines will be shown by Western manufacturers.

Then, too, Wired Music will be prominent in the displays and will receive endless attention, no doubt, for it will mark the first time that several Wired Music sets have been offered operators at a national Show. Wired Music origi-

nated in the West two years ago and until recently eastern and middle western operators had looked upon it as a fad. Only a few months ago did they awaken to the really important part this type of equipment is destined to play in the future and realize the importance of Wired Music in the operating picture.

At the recent Western States Coin Machine Convention in Los Angeles ALL of the reputable Wired Music systems manufactured West of the Rockies were on display and it is to be hoped that some of these firms display at the Chicago Show so that operators unable to attend the Western Show can see the strides made by these Western firms during their two years of Wired Music operating.

Another important field which will be well represented and which operators are taking to like a "duck takes to water" is the automatic refreshment field. Bottle and bulk vendors handling every type of liquid refreshments will be shown in abundance and the smart operator will devote considerable time to a practical study of this new and profitable business.

On Wednesday the entire day to six p.m. will be given over to meetings of operator, jobber and distributing organizations and the officials of Coin Machine Industries, Inc., have set aside meeting rooms for the use of the various groups desiring them.

Then at six p.m. Wednesday night Coin Machine Industries, Inc., will play host at the annual Association Executives Dinner. Presidents, Acting Secretaries and members of the press have been invited to attend this important meeting.

On Thursday, a final look at the various exhibits before the annual Ball and Banquet which is slated to get under way in the Hotel Sherman at 7 p.m.

We know you won't be disappointed when the doors swing open at 2 p.m. on Monday, January 13th. Make the rounds, see them all, and when your feet are good and tired, drop in at the Coin Machine Review booth and we'll make you comfortable.



DON'T MISS THE '41 SHOW! - MAIL YOUR REGISTRATION TODAY!
COIN MACHINE INDUSTRIES INC., SHERMAN HOTEL CHICAGO

DESIGNED BY BYRD, RICHARD & POOL, ADVERTISING AGENCY, NEW YORK

PAC. NORTHWEST

Covered By
LOUIS KARNOFSKY

SEATTLE (RC)—Exclusive! Once again the REVIEW scores a sensational scoop over its rivals by presenting the New Year Follies of 1941. (Any similarity to Fulton's Folly of 1807 is purely incidental). For the first time we reveal intimate New Year resolutions of Northwest coin men. No doubt, many of these resolutions were carefully guarded by the persons involved, but thanks to tireless effort by Review Operatives, 18, 24, 49 and 66, we are able to present them herewith.

RANDY NORM, whose snake-shooting feat of last summer rated as the Row's No. 1 adventure thriller: "To kill off the snake who's been bumping my spots." (A snake's a snake to this lad, regardless of the color of its skin.)

RUDY PETERSON: "I resolve to go on a rigid reducing diet and thereby bring my weight down to not an ounce over 250." (Well, song-writers, this should furnish the cue for a best-selling ditty which would go something like this: "Did You Ever See a Shadow Operating Coin Machines?")

BILL STAED, W. C. Fields' No. 1 double: "Fewer red noses and more profitable locations for '41." (That's saying a schnozzleful, William.)

KEN SHYVERS: "When I make a promise to the REVIEW's representative in the ensuing year, I solemnly swear to adhere to it." (Well, after the fourth or fifth time, anyway, Ken.)

MILT ROUMM: "I'm not going to embarrass my friends next year; no siree. I'm

buying a moth-sprayer so that when I open my pocketbook, I'll be able to kill the winged pests pronto." (Yes, Milt, but how about inserting a No Cruelty to Redskins clause? Remember all those Indian heads you scalped by hanging on to one-cent pieces too long?)

BELVA ECKSTRAND, a 1/3 partner of "Pulchritude, Inc.": "I earnestly resolve to save those baby brown eyes of mine for



Take a look at that fast-cracking, wise-cracking cherub-faced comedian of the Pacific Northwest . . . none other than "Porky Jacobs." There is no limit to this operator-comedian's ability to provoke mirth. Look closely and you'll see there's a smile on the dog's face too. You see "Porky" has just finished telling his canine friend a funny story and "Porky's" stories are so rib-tickling that even dumb animals laugh.

use after office hours only." (This is the right step toward reducing excessive heart palpitation and high blood pressure around Heberling Bros.)

RICHARD FIELDS: "After three years of silence and non-cooperation, I will contribute at least one news bit to the REVIEW's reporter in 1941." (From the depth of our heart, we appreciate this magnanimous gesture and salute Richard Fields, the Little Man Who Was There but wouldn't talk.)

BRIZ CRABTREE: "As a step toward getting completely on the wagon, I resolve to imbibe Three Roses instead of Four." (One down, three to go.)

C. J. CASSUTT, the recent divorcee who traded his "Jewel" for a half-ton truck: "I resolve to use my new truck exclusively for pick-ups." (Save me a blonde, will you, C. J.?)

JERRY STEFFAN: "Despite the dirty cracks by the REVIEW's wise guy columnist, I'm going to raise a bigger and better mustache in '41 . . . regardless of anything he may say to the contrary."

We've got a couple of bones to pick with the daily newspapers. When matters involving legality of games, new license fees, or closing of territories come up, the scribblers pounce on the unfavorable side of the situation and give it the works. But when a full house of Northwest operators assemble at Portland for a get-together and collect \$300 to buy Christmas toys for poor children, why doesn't this deed rate more than a half dozen lines? Freedom of the press is a fine and noble thing, but how about some fair treatment from the reporters and editors? Incidentally, the December 20 shindig served a dual purpose. Besides being a pre-Christmas party, it was the

28

COIN
MACHINE
REVIEW

NOW'S THE TIME TO START THE NEW YEAR WITH AN UP-TO-DATE BOOKKEEPING SYSTEM

That's what operators are saying about the FAR ACCOUNTING SYSTEM, a simple, tried and proven method of accounting especially designed for the busy coin machine operator.

Here at last is a made-to-order system that will enable every operator to keep his finger on the pulse of his own business every day of the year.

SIMPLE

So simple that a child could keep it. No complicated forms or methods. Easy to understand and requires very little time to keep it up to date.

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It shows at a glance the Income, Expenses, Gains or Losses, for EACH MACHINE at EACH LOCATION for each month. Also weekly cash collections.

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Considering its completeness the FAR ACCOUNTING SYSTEM is priced surprisingly low. Less than a few cents per location.

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SEND THE COUPON TODAY FOR
COMPLETE INFORMATION.

Northwest's way of showering gratitude on Ace Arnsberg for courage, persistence and foresight in preventing Portland pin tables from going with the wind.

T'was weeks before Christmas, and all through Coin Row, not a creature was stirring . . . except the guy who was parked behind Sybil Stark's 1941 Pontiac and was trying to back up. The young man, employed by Milt Roumm, had never driven a car before, so he figured this was a good opportunity to practice. He put the car into low gear instead of reverse and gave it the gas; now Sybil knows how it feels to have a 16-inch gun blasting at a target.

Appliance Wholesalers of Seattle are pulling out from under the phono record business after a brief but costly venture. In so doing, they furnish a glowing example for coinmen everywhere, who, when dogged by ill-luck, sit around moping about the cruelties of Fate and Hard Fortune and how Opportunity slammed the door in their face. In giving up the phono record ghost, one of the firm's execs said: "We took a beating, all right; but what company doesn't take it on the chin at one time or another? We learned a good deal from that reverse which we can probably utilize to advantage on a new enterprise."

A sleight-of-hand artist must be calling the quick-change acts at the Jack Moore branches. Dick Robinson transferred his mail box from Spokane to Seattle, George Cusick jumped from Seattle to Salt Lake City, and Charley Green moved from Salt Lake City to Spokane.

COININGS ON THE CUFF . . . The army air corps' gain is Harper-Meggee's loss. Don Thompson resigned to join Unc Sam's growing air arm. He is stationed in San Francisco. . . . Class plus: Charley Schaefer's 1941 Buick. Add members of the 1941 New Car Club: Harry Weatherwax with a "New Yorker" Chrysler, and Ed Brashem, a "Fluid-Drive" Dodge.

A more lucrative position lured Jessie McFarland from Western Distributors to Universal Credit. . . . Knocking 'em over with heavy, remote control installations, Carl Inskeep is making Park Novelty at Livingston, Montana, hum these days. . . . Homer Hoffman, who had no trouble getting out of the tightest squeezes while in Seattle, finally got caught by the Law of Averages in Spokane. Homer fractured a knee and sustained minor injuries in an automobile accident.

An eye-opener and a ten strike for specialty spots: Wurlitzer's new Colonial phono model. . . . The army will lose a prospect on February 1, Coin Row will retain the services of an ace shopman, and



Record crowds thronged the Mutoscope Theater at the recent Parks Convention in Chicago to witness the Mutoscope color motion picture "Pennies on Parade." The film will also be exhibited by Mutoscope at the Coin Machine Show opening on January 13th.

Barney Egerer will be fitted for the yoke and spurs, because on that date Barney will trudge freedom's last 100 feet. Congrats, kid, and may the altar be kind to you.

Randy Norm—he of New Year resolution fame — has come to roost at Ed Brashem's, after quick jaunts with Cy Morgan and Van Booth. . . . Thelma Oliver, who was raised in Walla Walla (outside the bars, not behind) paid the family a Christmas visit, and returned to Seattle just in time to quick-pack her bags and put things ship-shape before hopping an air liner for the Chicago Show.

Personable Tom Curry leaves the office at Harper-Meggee's to travel the Portland territory in the interests of the firm. . . . Get that worried, harried look off your phiz, brother op; your bookkeeping problems for 1941 can be nailed to the mast by the simple expedient of using Joe Aiken's Far Accounting System. See his ad elsewhere in this REVIEW for a short-cut to bookkeeping bliss.

A new day . . . a new month . . . a new year. . . . Your correspondent tenders a warm and sincere handclasp to every Pacific Northwest coinman. May the coming 12 months be replete with success and happiness for you and yours. ♦

"Oh, what a funny looking cow!" said the chic young thing from New York. "Why hasn't it any horns?"

"There are many reasons," answered the farmer, "why a cow does not have horns. Some are born without horns and do not have any until the late years of their life. Others are dehorned, while still other breeds are not supposed to have horns at all. There are many reasons why a cow sometimes does not have horns. But the chief reason that this cow does not have any horns is that it isn't a cow at all. It's a horse."

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EARNING POWER OF \$1.00 PER HOUR



**ORIGINAL!
NOVEL!
EXCITING!**

A ball of gum is vended in front of a realistic golf manikin who holds a swinging club which is controlled by the player. Genuine skill is required to make a "Hole in One." All skillful hits are recorded. Requires only 11½ inches counter space. Height 18½ inches. Ball gum capacity 750 balls of ½ inch gum.

We can supply ½ inch Ball Gum at 15c per lb. (150 Balls to lb.) Minimum shipment, 25 lbs.

Operator's Price
\$17.50

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JANUARY, 1941

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Coin Machine Industry Produced \$19,000,000 Worth of Equipment in 1939

WASHINGTON, D.C.—Based on a preliminary compilation of returns from the 1939 Manufacturers' Census, covering games and amusement devices, machines for dispensing merchandise of all sorts, and other coin operated mechanisms including locks, but not automatic phonographs, the coin machine industry in the United States produced equipment having a value at the factory of \$19,613,247, according to report of the Department of Commerce Bureau of the Census. The total figure is somewhat under the 1937 level of \$22,926,369, reported to the Census Bureau.

Commodity vending machines accounted for \$6,153,749, as compared with \$8,977,567 in 1937. Of the 1939 figure, \$5,664,800 was the value of 174,017 machines reported by number.

Games and amusement devices made in 1939 had a factory value of \$12,338,130, against \$13,898,505 in 1937. Total value reported for games was \$11,324,835, of which \$8,354,753 was the value of 109,597 games reported by number. Other amusement devices, including gambling, were valued at \$1,013,295, with 2,741 reported by number having a value of \$191,731.

There were produced in 1939 285,674 coin operated mechanisms including locks, reported by number, with a value of \$997,224, and an additional number having a value of \$56,401. No data is available for comparison with 1937.

Parts and attachments gained in value from \$50,297 in 1937 to \$67,743 in 1939.

The manufacture of coin operated machines also turned out in 1939 \$5,235,438 worth of products classified in other industries, chiefly scales, phonographs, and cutting machines.

Number of firms in the manufacturing end of the business increased from 47 to 51, even though the total value of products fell 15.4 percent from \$27,367,616 to \$23,142,882. Cost of materials declined 17.6 percent, from \$12,958,541 to \$10,674,687.

Salaried personnel decreased 42.9 percent from 988 to 564, and their earnings went down 31.2 percent from \$2,656,709 to \$1,827,870. Wage earners engaged in manufacturing numbered 3,842, with a payroll of \$4,631,710. Employment and payroll of wage earners performing distribution and construction operations will be shown in the final report on the industry.

The Census Bureau's preliminary summary of retail trade operations provides an interesting basis for comparison with coin

machine activity. Retail sales in the country at large totaled \$42,023,818,000 in 1939, an increase of 28 percent over the comparable total of \$32,791,212,000 recorded in the previous census of 1935, with the dollar volume of business done in 1939 only 13 percent below the dollar volume reached in 1929. In the decade there has been a substantial drop in the general level of consumer goods prices, but the effect of this price drop on the dollar volume of sales is partially offset by a population gain of 7.2 percent.

The number of stores increased 294,539 or 20 percent in the ten-year period, the greater part of the gain having occurred since 1935. Stores numbered 1,476,365 in 1929, 1,587,718 in 1935, and 1,770,904 in 1939. Largest part of the gain since 1929 was in 171,038 eating and drinking places. Filling stations were next with an increase of 120,343 outlets.

Eating places, with a gain of 11 percent in number, increased their business 28 percent since 1935. The number of drinking places, many of which also serve meals, increased 38 percent since 1935, and their sales increased \$661,061,000, or 91 percent. The combined sales of eating and drinking places—which constitute 8.4 percent of the nation's total retail outlets—totaled \$3,520,985.00 in 1939 in comparison with \$2,124,890.00 for eating places in 1929 when liquor sales were prohibited. Packaged liquor stores add another \$586,293,000, up 79 percent since 1935.

Drug stores, with little change in number, are 27 percent ahead of 1935 in sales but 8 percent below their 1929 record. Cigar stores and stands have decreased 44 percent in number and 49 percent in sales since 1929, while news dealers' sales decreased 52 percent. The combined sales of drug stores, cigar stores and news stands, which in 1939 totaled \$1,842,659,000, are 25 percent higher than in 1935, but 18 percent below the record of 1929.

By geographic divisions, the South Atlantic states lead the country with an increase in sales since 1929 so substantial as to offset entirely the ten-year difference in the general level of consumer goods prices and to show an increase in dollar sales of approximately 6 percent. The Pacific division follows closely with sales less than 1 percent below the 1929 record, while for the period from 1935 to 1929, the latter area showed the largest gain, amounting to 37 percent. ♦

Ideal Novelty in New Home

ST. LOUIS—Due to increase in volume of business the Ideal Novelty Company and Ideal Sales, Inc. moved to their new and larger quarters at 2823 Locust Street, the first of the year, where they have installed an efficiency system to give better service to their customers, who will be able to buy parts, have machines repaired, purchase machines and phonographs.

All the latest pin games are on display plus a complete display of the latest Rock-Ola Phonographs and Scales and Northwestern Peanut Vendors and they carry a complete line of parts for these machines. The entire force is on hand to welcome old friends and extend greetings to new acquaintances in the coin machine business.

Carl Trippe, the owner of the Ideal Novelty Company, Ideal Sales and Ideal Roller Rinks, gave a big party for all his employees (58 in number) on December 23rd, and gave each a week's wages as a Christmas bonus, and also other gifts. Every one had plenty of turkey to eat and plenty of refreshments to drink and had an enjoyable time.

The firm will have its annual showing of Rock-Ola Phonographs, Scales, Mystic Music and Wired Music on February 14, 1941. The Leadership girl will be present, also, one of the Rock-Ola executives, and one of the service men to take care of inquiries on this equipment. The entire place will be decorated in festival manner and plenty of refreshments in the Carl Trippe style served. ♦

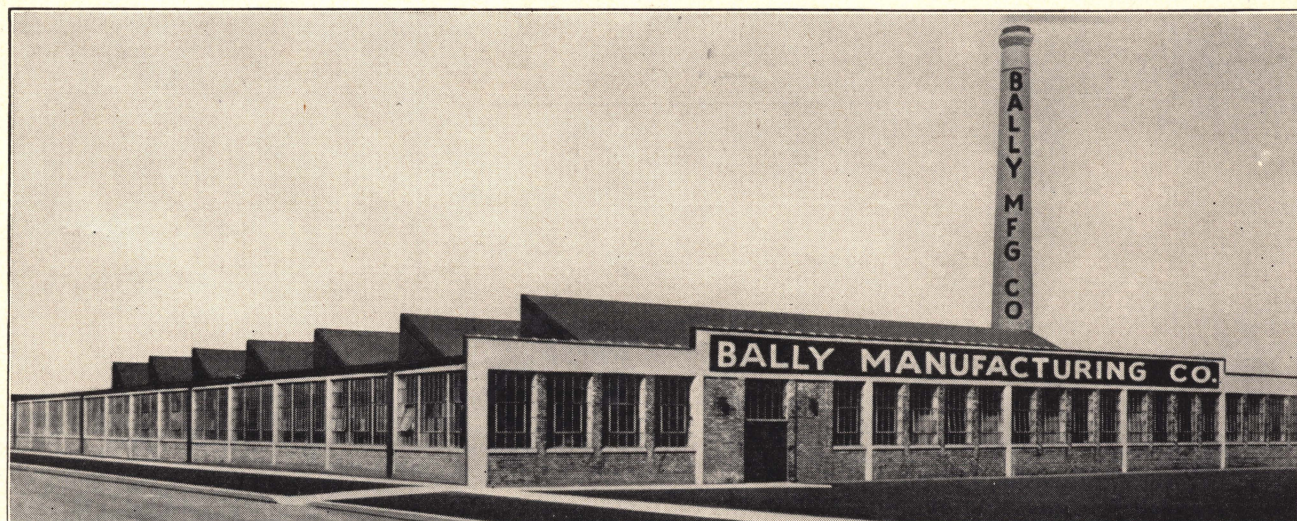
* * *

A man who had run out of gas on the outskirts of a country town saw a boy coming along the road carrying a large tin can.

"I hope there's gasoline in that can," he said.

"I hope there isn't," said the boy. "It would taste pretty punk on Ma's pancakes."

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COIN
MACHINE
REVIEW



Factory of the Bally Mfg. Co., with which most members of the coin machine business are familiar, and to which will now be added some 12,000 square feet of additional floor space in speeding up production and permitting manufacture of expanded line.

The Spirit of '41

By DAVID C. ROCKOLA

A stirring message of encouragement and hope for the entire industry by one of its most capable and forceful leaders. A sincere tribute to America's progressive Operators.

This is the dawn of a new day! Doubt is abolished—dismay is vanquished. America is looking up!

From the coal fields of Pennsylvania to the oil fields of Texas, men are working together with the old verve, with a renewed assurance that life does not forget the courageous.

While there are, of course, several different schools of thought on the subject, many economists agree that the present war engaging the attention of numerous European nations is responsible for the upward swing of things in the United States. Others argue just as strongly that prosperity was bound to come regardless of world conditions.

While, naturally, no self-respecting nation or people wishes to stand by waiting for the spoils of war, it does follow that the repercussions of the great conflict are bound to be felt by all non-belligerents in the form of a tremendous business upswing. This much is true: Whether due to natural internal causes or to the war abroad, America is entering a wonderful new era of prosperity that can bring rich rewards to us all!

Increased Flow of Money

It should be easy for wide-awake operators in the coin machine industry to see what an increased flow of money can mean to their business. Americans by nature are not frugal, and while we like to put something away for a rainy day, we do not stint ourselves on the pleasures of life as we go.

Manufacturers and operators, I am sure, do not intend to ask for their share of prosperity without earning it. To the best of our ability we, the manufacturers, will continue to build fine equipment, and operators, I know, will continue to give excellent service.

Yes, there are more jobs; payrolls are higher; business is unquestionably better. Statistics show us that in Chicago alone there has been a 25% increase in pay checks in the five year average ending in 1939. One large Illinois concern, flooded with preparedness orders, has added more than 700 employees in only six months' time and is hiring daily.

The great red glow that fills the night sky in Gary, Indiana, is coming from the steel mills, scene of one of the richest operating territories in the entire country.

Twenty thousand men are working there today, about 5,000 more than were employed in the same district even during the boom days of 1929. It is certain that business is climbing steadily toward the 1929 figure and that it will eventually pass that figure!

Profits Must Be Earned

If there is any question about it, it must not be assumed that this increased business will merely fall into our laps like a suddenly ripened plum. We will reap an abun-



David C. Rockola

dant harvest only if we cultivate the soil with care.

It should not, for instance, be assumed that simply because men have money to spend that they will throw it to the four winds. Having been without it for so long they realize its value all the more. They are going to put it where it will give them the pleasure and benefit they have a right to expect.

Obsolete coin machine equipment will not "pay its freight" when placed in a busy location. It simply occupies otherwise profitable space. The operator who installs current model or standardized equipment will find full cash boxes while the operator who thinks that any old thing will get the nickels will find collections very slim.

During the boom days of '29, many real estate "sharks" bought huge tracts of land, subdivided it, and stuck up little colored flags along the street to entice easy money. In many cases they got it.

The little flags are up again today, but the easy money is held by shrewder buyers. The era of easy come, easy go is no more. In the coin machine business, pleasure seekers say: "We will spend, but we want full value for our money". Old equipment dug out of musty basements and shaken loose from moth balls certainly gives no player full value for his money.

A Wonderful Growth

The coin machine industry has had a wonderful growth. Leaping ahead on the crest of public demand, it has amazed skeptics and delighted millions of loyal patrons. It has placed amusement, relaxation and convenience at America's finger tips throughout the width and breadth of the land. It has become as staple as the motion picture, as important as radio, and as necessary as mental freedom itself.

There can be no doubt but that operators in the coin machine industry owe these loyal supporters—this great army of patrons, a debt. Payment of this obligation can best be made by maintaining a modern route with commendable and efficient service.

In the papers now and then we read of activities of patriotic groups such as the Red Cross, the American Legion, and so forth. The fine work these organizations do is a credit to the nation. And as I examine the facts, I am inclined to believe that the coin machine industry deserves no small share of the public plaudits itself. The important part it is playing in maintaining high morale and in giving America happiness insures its future in the modern scheme of things.

Faces up, faces forward! Rich smoke fills the air. From mines, factories, and shops it presages the growth of a new born hope for the future—a future that is already here. America, the richest nation in the world, is putting its wealth to work! Shoulders to the wheel—determination to the fore—Coin Machine operators and manufacturers alike will help to forge this great new link in the progress of a great people! ♦



Jimmy Conzelman, vice president and coach of the Chicago Cardinals professional football team, will be a guest speaker at the opening day luncheon in connection with the exposition of Coin Machine Industries, Inc., at Hotel Sherman, Chicago, on January 13th.

Pro Football Head Speaks at Show Lunch

CHICAGO—Listed as an "entertainment feature," James Conzelman, coach and vice-president of the Chicago Cardinals, professional football team, will be a guest speaker at the opening-day luncheon at the Coin Machine Industries-sponsored exposition at the Sherman Hotel, Monday, January 13, according to announcement of James Gilmore, general manager and secretary.

Widely sought throughout the midwest as an after-dinner speaker because of his brilliant wit, poise and professional delivery,

SPITFIRE 1c COUNTER SKILL GAME



Here is a game with an up-to-date idea! A ball of gum is vended into a moveable aeroplane that is controlled by the player. Below the plane is a battleship with two funnels. Skill is required to release the ball into one of the funnels. All skillful hits are recorded. A fascinating game with big earning power!

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\$17.50

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Conzelman's contract calls for a recital of his recollections of the Washington U-Missouri game of ten years ago, his first year as coach at the former school, which is said to be one of the funniest football yarns yet spun. If guests at the gathering need to be convinced beforehand, Gilmore said, they need only remember that Jimmy has been top speaker for two seasons at the oratory-studded fall quarterback club meetings sponsored by the Chicago *Herald-American*.

Bally Factory Enlargement Planned

CHICAGO—Addition of 12,000 square feet to the existing plant, starting early in January, has been announced by Ray Moloney, president of Bally Mfg. Co. Ground breaking is scheduled for New Year's Day, with occupancy due by the middle of March.

Moloney asserted that demand for Bally products had made existing facilities inadequate and, confident that 1941 will far exceed 1940 in sales volume, the additional space, together with new equipment to be installed, will triple present capacity. Ability to give speedy service was deemed the

manufacturer's most important asset in a survey recently conducted among leading distributors, and this fact was a deciding factor in Bally's enlargement plans. Moloney pointed out that the industry lives on the whims of a fickle public, and that men in the field can reap maximum profits only if they can get ideas while they are still new and hot.

"The enlarged factory space will permit adding to Bally service in 1941 by releasing to development work valuable space now used for production, so that new types of equipment can be added to the Bally line," Moloney added. "As a result I can safely say that the Bally line for 1941 will embrace practically every field of operation and will be the most complete and diversified line ever offered."

• • •

The captain of a small trading vessel wanted to land some contraband at a certain port. Approaching the customs officers, he said:

"Joe, if I put a ten-shilling note over each eye, could ye see?"

"I could not," said Joe. "And if I had one in me mouth, I couldn't speak."

PHONOGRAPHS

Rock-Ola 1939 Standard.....	\$119.50
Rock-Ola 1939 DeLuxe.....	144.50
Rock-Ola Imperial (20-R) — 6 Side Grilles and large lower Grille	79.50
Rock-Ola 1939 Counter Models..	89.50
Rock-Ola 1940 Counter Model Lightup Stand (New).....	27.50
Mills (1940) Throne of Music.....	154.50
Seeburg Model A.....	22.50
Wurlitzer P-12	20.00
Wurlitzer 412 with Grilles.....	37.50
Wurlitzer 400 with Grilles.....	32.50
Wurlitzer 616	47.50
Wurlitzer P-10	17.50
Wurlitzer P-12—110 D.C. in new Seeburg Cabinet	49.50

LEGAL EQUIPMENT

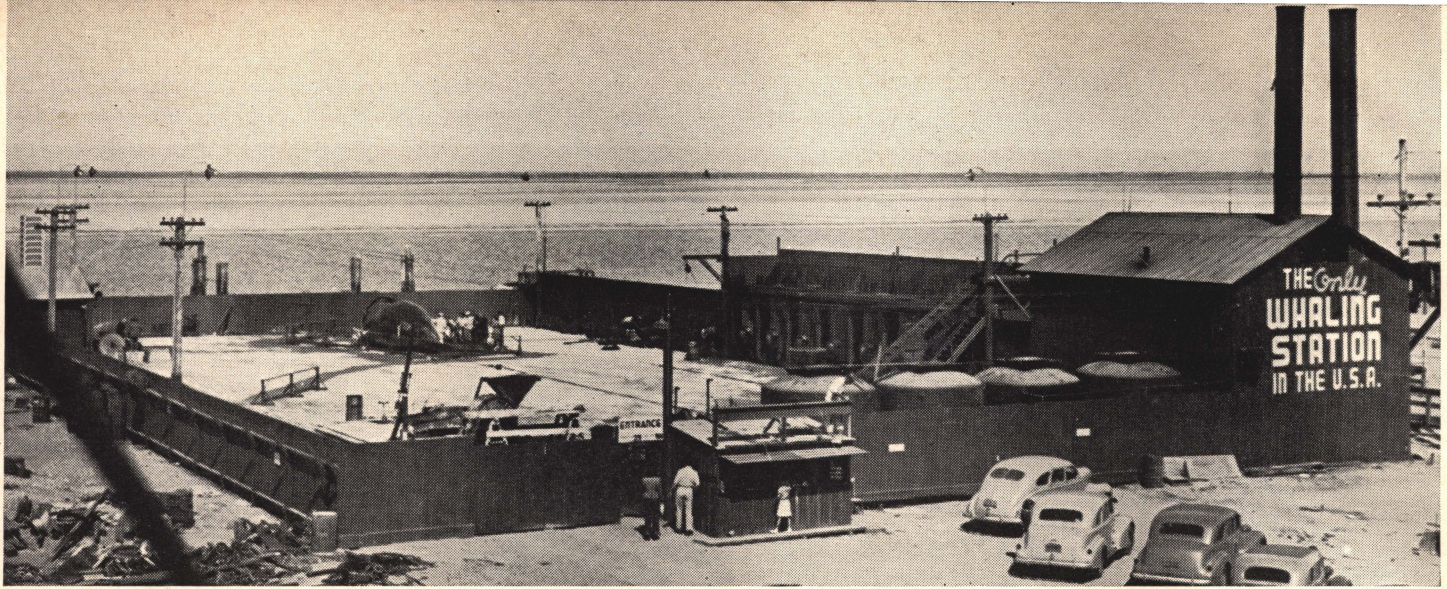
Bally Bull's Eye Guns (with base)	\$59.50
Bally Alley (1940).....	25.00
Rock-Ola Ten Pins (1940).....	34.50
A. B. T. Model F Target Guns....	10.00
Advance Shockers	6.00
Unedda-Pak 5 Column Candy Vendor 5c	44.50
Scales—Rock-Ola Loboy, porcelain (new)	42.50
Scales—Rock-Ola Loboy, porcelain (used)	27.50
Scales—Mills Hiboy, porcelain (used)	12.50
Scales—Mills Loboy, porcelain..	27.50
Keeney Anti-Aircraft Guns, black	69.50
Rock-Ola World Series.....	42.50
Chicken Sam Guns (no base).....	49.50
Chicken Sam Guns (with base)	57.50
Jailbird Guns (with base).....	74.50
Bally Rapid Fire.....	109.50

1/3 Deposit, Balance C.O.D.

IDEAL NOVELTY CO.

1518 Market Street

St. Louis, Mo.



Harpooning Whales is Thrilling Adventure

By Edward F. Dolder

(Illustrations and Article, Courtesy "California Conservationist")

THE "thar she blows" battle cry of the whaling industry today is sounding regularly off the north coast of California with eleven men of the whaling vessel *SS Gleaner* stalking and capturing the world's largest living animal—for profit.

These men, big game hunters in the fullest sense of the word, are the seagoing members of the only whaling station in the United States, operated by the San Francisco Sea Products Company and located six miles south of Eureka at the little community of Fields Landing on Humboldt Bay.

Their 140-ton vessel, equipped on its bow with a powerful gun that hurls 135-pound exploding harpoons approximately 100 feet in a direct line, is based in Humboldt Bay and from it searches the waters of the Pacific Ocean adjacent to the California coast from Point Arena to the Oregon line for the numerous whale species to be found there.

Captain of the ship is T. Eugene Lund and the gunner is Frank Christiansen, both Norwegian-born and veterans of the sea. Christiansen has been a whaling gunner since 1908.

Upon the capture of one or two of these giants of the sea—animals ranging from 40 to 100 tons in weight—they are towed

to the whaling station on Humboldt Bay and there butchered and cooked in huge steam pressure cookers by a land crew of 30 men.

Why, you ask?

To obtain whale oil, principally, for whale oil is the most perfect oil ever found by man.

It is used, among many things, as a base for expensive face creams and soaps; as a tanning liquid, and as a lubricant for fine mechanisms, such as expensive watches. From it glycerine is taken.

Every bit of the animal is used—its blubber, tongue, organs, meat and bones. All is cut up and cooked under pressure to remove the oil, and when the reduction process is completed the bones are ground for fertilizer, the meat is sold to dog food factories and the liver to fish hatcheries operated by the State Division of Fish and Game.

This writer was aboard the *Gleaner* when she sailed from Humboldt Bay at

5:15 o'clock the morning of August 26. Her course lay northwest for 15 miles and then north up the coast. Fog hung low and two hours out the seas turned rough and soon we were taking water over the bow.

Captain Lund's facial expression was dour. After an early morning which had seemed to promise good whaling weather he told us we were in for a repetition of the heavy seas and fog which had prevented the whale harpooning for the last nine days.

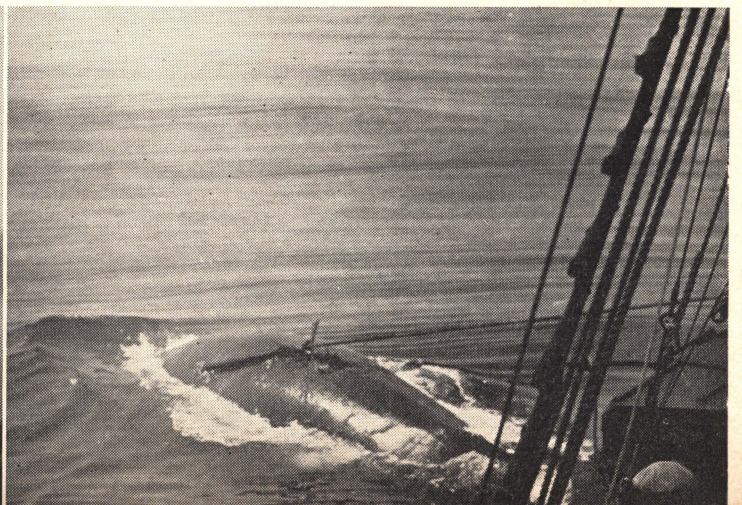
The ship had approached whales, he added, but the heavy seas had handicapped the gunner and shots had not been made.

Chief whales taken by the *Gleaner* include the Finbacks, Humpbacks, Sperm and Sulphurbottoms. The last named species, known also as the Blue whale on the Atlantic Ocean, is the largest in the world.

The United States Fish and Wildlife Service reports that one of this species may reach 150 tons, a weight "four times that of the largest prehistoric monster, such as the dinosaur, and equal to the weight of 37 elephants, or 150 fat oxen."

Length of the Sulphurbottom will run up to 140 feet and they have been known to follow ships for days, apparently intent on nothing more than companionship.

The bull had completed his rounding for the dive when Gunner Christiansen placed the first harpoon into his hind quarter just ahead of the tail (left picture). Then (at right) we hitched a tow ride behind the brute.





Captain Charles M. Scammon in his book *Marine Mammals of the Northwestern Coast of North America* tells of a huge Sulphur-bottom bull following the sailing ship *Plymouth* for 24 consecutive days on its voyage from San Francisco to Realejo in Central America.

The Finbacks, second only to the Sulphur-bottom in speed, very often approach the *Gleaner*, Captain Lund said, and race along beside her, dodging away from her bow like so many oversized porpoises. Because of this lack of fear shown by a Finback, it is comparatively easy to get in a first shot. Should that shot fail the Finback usually is lost, however, for he will shoot away at speeds ranging up to 25 miles an hour, soon far outdistancing the whaling ship.

The Humpback whale is the ugliest but also the most playful.

Quoting Captain Scammon concerning this species, we find that:

"After many years' study of the characteristic habits of the Humpback, we believe that the females of this species resort in large numbers to favorite island waters, connected with the ocean, to bring forth their young; but there are many exceptions to this rule, incident to their roving disposition. They are found on different coasts at all accessible latitudes, from the

new-born calf to the extremely aged. In their wanderings they are addicted, more than any other rorqual, to 'breaching,' 'bolting,' and 'finning.'

"In the mating season they are noted for their amorous antics. At such times their caresses are of the most amusing and novel character, and these performances have doubtless given rise to the fabulous tales of the sword-fish and thrasher attacking whales.

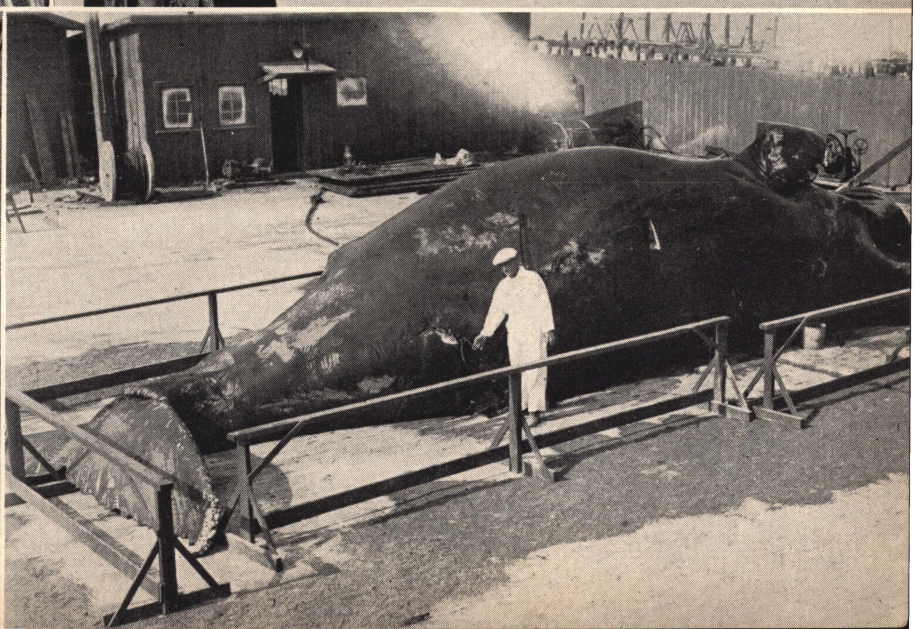
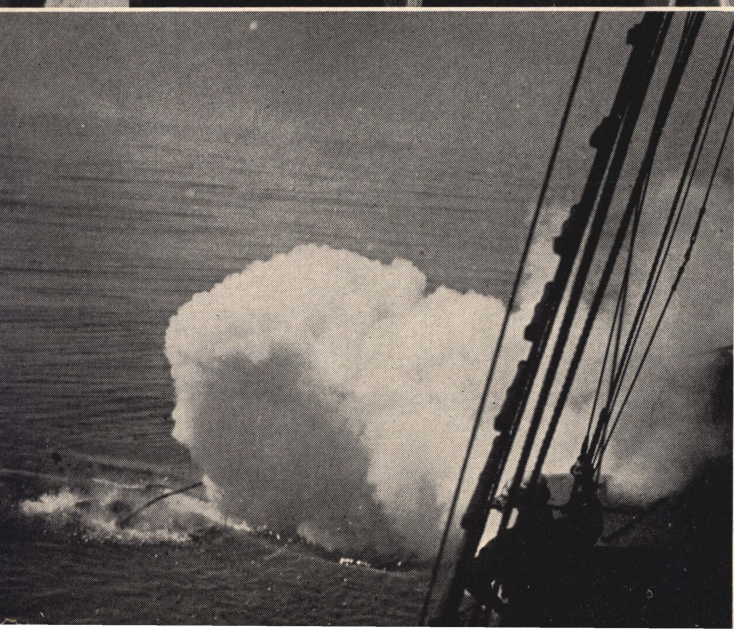
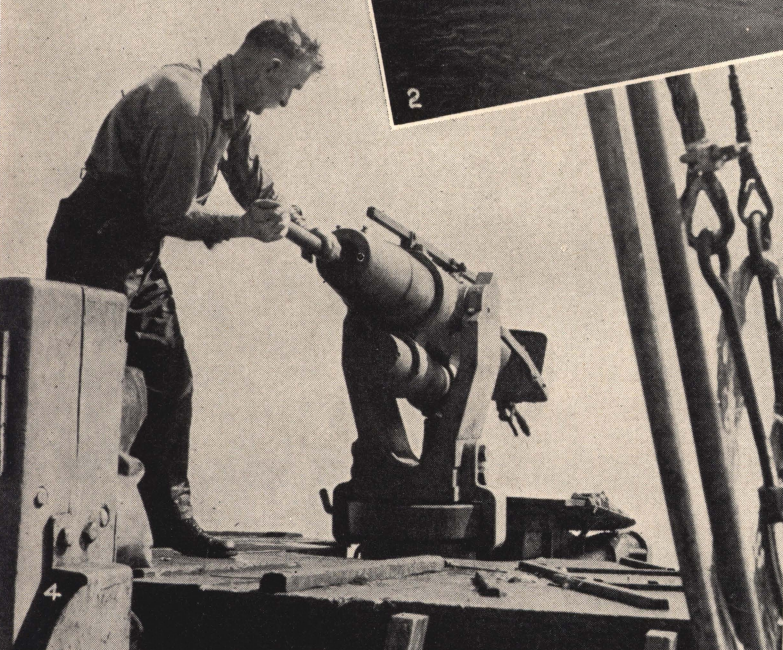
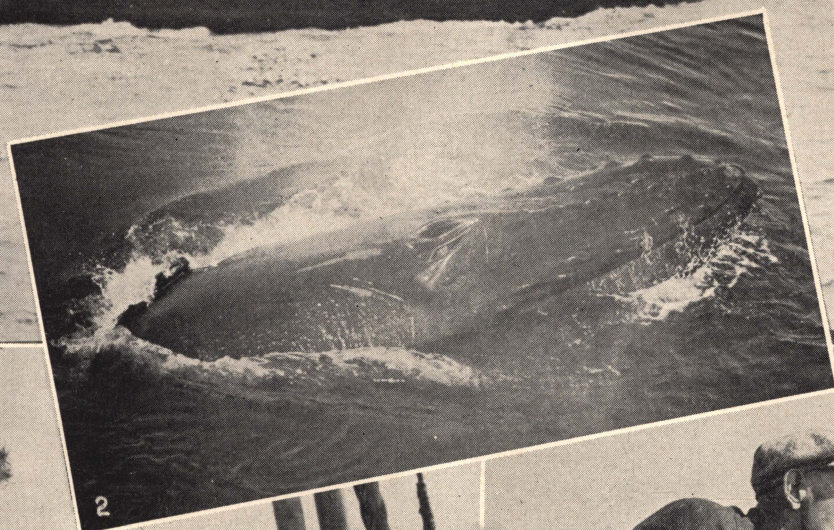
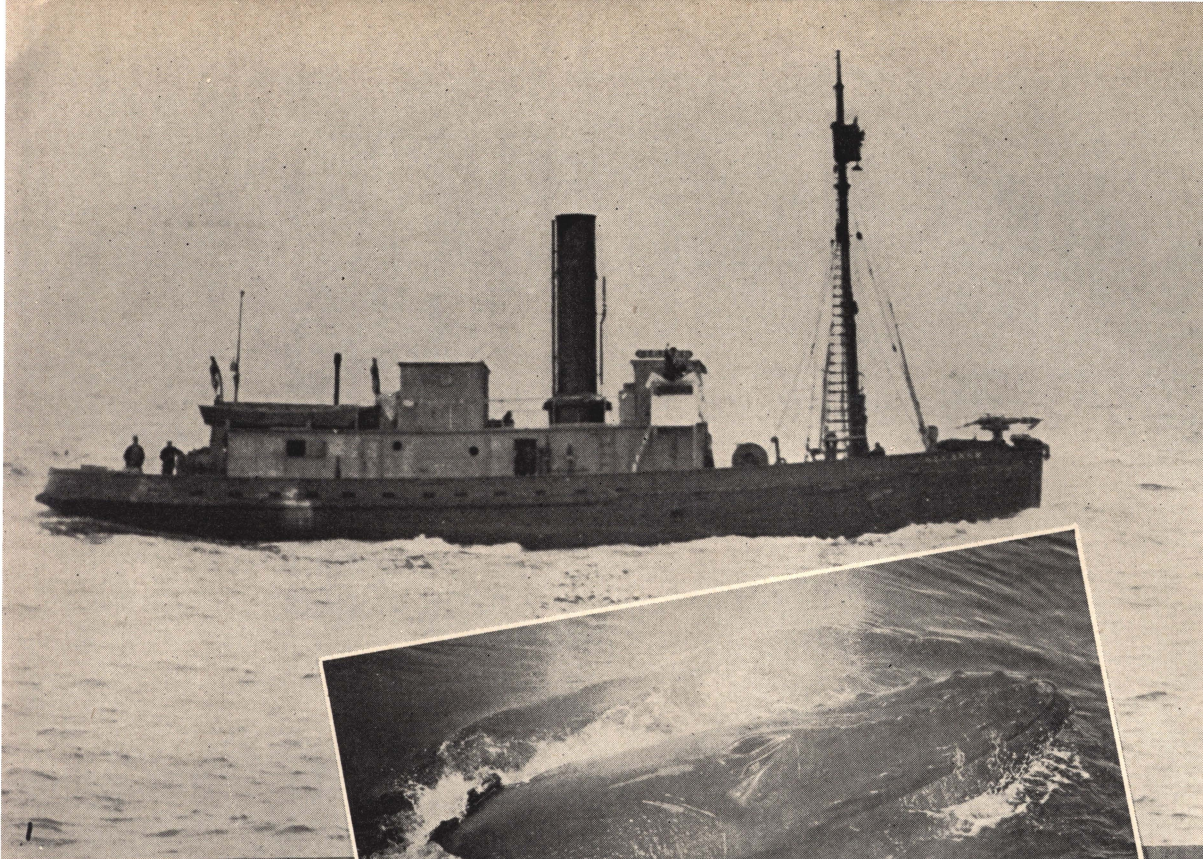
"When lying by the side of each other, the animals frequently administer blows with their long fins, which love-pats may, on a still day, be heard at a distance of miles. They also rub each other with these same huge and flexible arms, rolling occasionally from side to side, and indulging in other gambols which can easier be imagined than described.

"The time of gestation is not known; but in all probability it is the same as that of other large Cetaceans, not exceeding ten or twelve months. The calf, when brought forth, is about one-fourth the length of the dam; and it suckles by holding the teat between the extremity of the jaws, or lips, while the mother reclines a little on one side, raising the posterior portion of her form nearly out of the water, and lying in a relaxed position."

(Continued on Page 36)

The second of three harpoons, necessary to capture this 55-ton bull Humpback whale, reaches its target. The "geyser" at extreme left was caused by lashing of the huge animal's tail; the black "spots" are waddings from the harpoon gun, a muzzle loader.

1. The "S.S. Gleaner," of the Eureka Whaling Station.
2. Closeup of Humpback bull whale blowing. Haziness of picture is caused by the vapor from the animal's lungs.
3. Fireman of the "Gleaner," a man of normal height, poses beside the type of harpoon used in whaling off the north coast of California.
4. Gunner Frank Khristiansen tends his muzzle-loading harpoon gun and . . .
5. Hand on trigger, takes aim for . . .
6. The final shot. The whale was just at the surface as the shot was made. The line attached to the harpoon is seen as it fed into the giant's body.
7. On display at the whaling station on Humboldt Bay. An employee points to the location of the first harpoon shot.



The Sperm whale is a toothed Cetacean, while the other three species mentioned are whalebone Cetaceans. Old Sperm bulls are known to have attacked ships and small boats. The head oil of the Sperm whale, which comes in free-running form from a cavity in the skull, is the most superior of all whale oils—thus the Sperm whale is one of the most sought-after whales.

Whales taken by the Eureka Whaling Station are not native of the north coast waters, but rather are migrating from the warm tropical waters, where they bear their young, to northern arctic waters.

The season for whale hunting, outlined by international treaty in the interests of whale conservation, is six consecutive months during the period from April to October. The station on Humboldt Bay this year chose to begin its season in May and operate until October 31.

Now to return to the immediate whaling trip around which this story is based.

After several hours of rough going the sea began to calm and then the fog dropped about us.

The lookout in the crow's-nest 50 feet up the main mast, reported his visibility was only 100 feet. But still the *Gleaner* plowed steadily along, her crew intent upon breaking the nine-day jinx.

Good fortune was with us.

The grey fog shroud held us in its grasp for only half an hour, and then it lifted to reveal a placid ocean, broken only by gentle swells.

At 11:40 a.m. "she blew."

Down from the masthead came the welcome news and there, perhaps 200 yards off our starboard bow, were two pairs of whales.

"They're Humpback," said Captain Lund. "Two cows and two bulls."

When whales are in sight the gunner takes his position on the whaling platform at the bow of the ship, poised behind his gun, and while the hunt is in progress the gunner directs the movements of the ship, the captain responding to his orders.

Our gunner, Khristiansen, took his position behind the gun and ordered slow speed ahead.

He put us after the larger pair, the cow of which was blowing, rounding and diving about 10 seconds ahead of the bull.

Each time the cow showed on the surface we were able to work in closer to the next expected point of emergence of the bull for he was following in almost a direct line behind the cow.

The giant couple apparently were not aware of the vessel on their trail, for their progress through the calm sea was unhurried and with all the nonchalance of a pair of humans out for a Sunday walk.

As they blew they would show only perhaps one-thirtieth of their bulk, exhale with a snorting rush of air that sounded like escaping steam from a huge boiler, inhale with a queer whistling sound, hump their backs in the rounding action and assume almost a vertical dive, their giant tails, or flukes seeming to wave farewell to us each time.

The successful stalking of a whale depends largely upon the cooperation between captain and gunner. Sometimes it is necessary to follow one all day, sometimes to finally harpoon him towards evening, and sometimes to lose him at night fall.

A long stalk was not our fate that day, for almost exactly one-half hour after the whales were sighted Khristiansen fired the first shot, a difficult quartering shot into

out of the water only 50 feet from the vessel's bow (we later learned, after bringing the whale ashore, that he was 47 feet in length and weighed approximately 55 tons).

Again he blew, sounded, then emerged and began to tow us ahead in his efforts to catch up to the cow, which by now was making every effort to put distance between herself and her mate's attacker.

Slowly the winchman hauled us closer to the bull, putting the boat in position to make a second try for the kill. By now the gun was reloaded and the exploding head attached to the harpoon (this head, connected to a time fuse, explodes inside the whale five seconds after it is shot from the cannon).

As Khristiansen got set for the second shot the Humpback seemed to sense what was coming and violently churned the water as he charged from port to starboard of the bow.

Then the loud explosion of the gun, the roaring of the bull as he sounded again with a second harpoon in a vulnerable spot. Surely he was dead this time.

But again the animal shot to the surface, catching the winch operator by surprise and causing the hawser to back-lash on the winch. Captain Lund rang for full speed astern and the *Gleaner* backed away from the Humpback endeavoring to keep a taut line on the animal in much the fashion of a

well-trained stock horse backing away from a roped steer.

The bull whale blew, sounded, then re-emerged on the surface and began a steady drive after the cow, hauling our 140-ton vessel ahead in spite of the fact her propellers were thrashing in reverse.

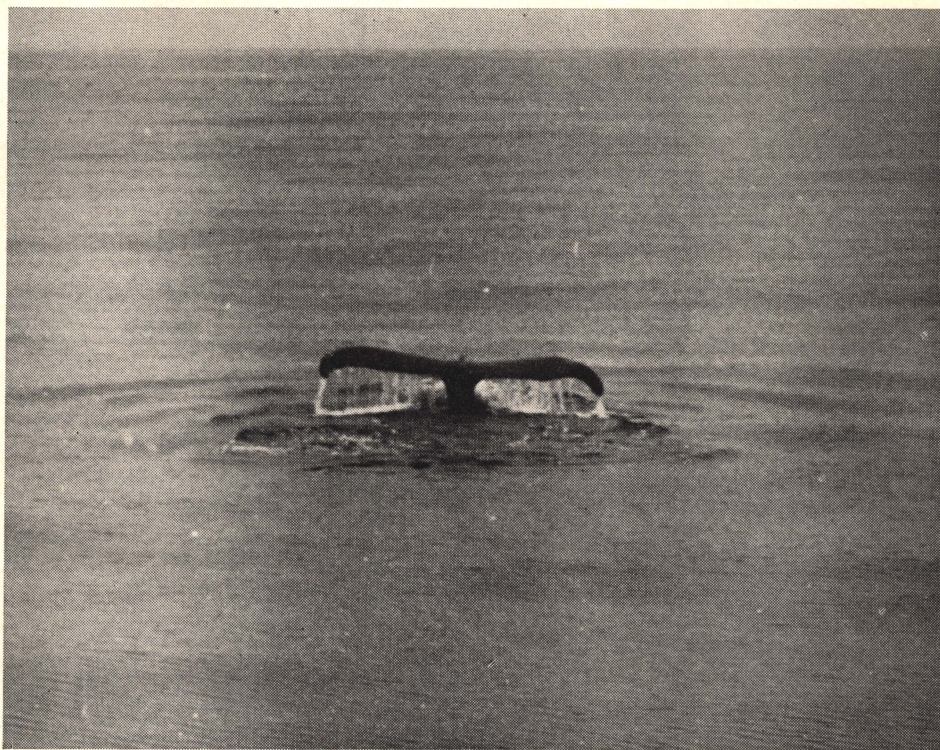
The gunner decided to try handlancing the whale because harpoon shots are expensive and already this beast with the tremendous will to live had two harpoons and lines on him.

Once again came the giant tug-o-war between the winchman and the whale. Nearer and nearer we came to the fighting brute.

With one harpoon and line imbedded in the forward part of his body, and one in the tail, it was possible to haul him alongside the bow for the handlance thrust. When the bull felt the hull of the vessel against his body he surged and snorted, lashing against the boat with his powerful tail so that the vessel trembled from stem to stern.

Up at the bow Khristiansen poised the long lance, then drove it home to the heart of the whale. But death did not end the struggle.

Instead the animal rolled, tearing the lance from the gunner's hand, breaking the wooden portion against the ship's side. Then he submerged again and stripped line



The Humpback was diving, his giant flukes waving a farewell to us, when we first sighted him.

the fleshy body of the bull whale just ahead of his tail.

The beast's terrific snort of alarm was almost a roar. He partially rose out of the water and then sounded in a vertical dive, leaving the ocean surface a sea of blood.

The boat's crew was jubilant. A whale means a bonus for each member of the crew, ranging from \$4.50 for the deckhands, up to \$25 for the gunner and captain.

Quickly the gunner's mate rushed forward with gun powder and wadding for the reloading of the cannon, for the first shot had not hit a vulnerable spot. Other crew members trundled up a second heavy harpoon.

The steam winch operator, who handled the paying out of the huge, one and one-half inch hawser which now connected us with our Humpback, fought frantically to bring the whale's downward rush to a slow stop. Then:

"He's coming back!" shouted a deckhand.

Up from the depths shot the ocean giant, raising his tremendous bulk almost a third

from the winch. It was apparent that a third harpoon shot would be necessary.

The killing shot was made one and one-half hours after the first shot, one and one-half hours during which our ocean colossus towed us about almost at will.

The regulations of the international whaling treaty require that a whale taken by a killer boat must be ashore and completely processed within 36 hours after the kill.

"In reply to your letter dated September 6 you are informed that the San Francisco Sea Products Company of California, operators of a whaling station at Fields Landing, is the only company operating in the United States."—W. B. Bell, Acting Director, United States Fish and Wildlife Service.

Quickly our catch was towed along side and a huge chain wrapped around his tail and hauled through a ship's port to be lashed around a deck cleat.

Then the whale was pumped full of air by inserting a perforated lance attached to an air hose into the body. The harpoons were then removed.

The return trip, begun about 2:30 p.m., brought us into Humboldt Bay at 9:30 p.m., during which we again were fog-bound. Captain Lund decided to remain outside on the ocean overnight rather than attempt the entrance to the bay over the bar in the dense fog, but at 9 p.m. the fog lifted and we made the entrance.

The following morning at 5 o'clock station employees hauled the whale up the long ramp from the bay into the yard, and there it lay on display throughout the day, viewed by hundreds of Redwood Highway tourists and residents of the Eureka area.

The cutup, begun at 7 p.m., was completed in three hours. The pressure cooking continued until by 1 a.m. sufficient oil



DOUBLE TWINS! Having fun with Daval's new pair of tiny-size counter games, *Cub and Ace*, are Jerry and Jeanne, famous twin "honeys" of the coin machine industry. Since Daval introduced these gals, thousands of operators

have elected them "the baby beauties of the coin machine business"; and since Daval's introduction of *Cub and Ace* operators everywhere have acclaimed these games with equal enthusiasm.

had been realized to begin drawing it off into the storage tanks, from where it would be shipped to refineries and then on to perform important tasks in the industries of America.

And even as the whale was being drawn up the ramp to the station yard the morning he was placed on display, his nemesis, the *SS Gleaner*, again was moving out to sea—for the eleven men of her crew, engaged in the biggest of big game hunts, pursue their quarry every day of the 184 allotted to them each year.

Hankin Constructing Own Building

ATLANTA, Ga. — Due to be opened around February 1, Morris Hankin, noted jobber and distributor, is building his own new quarters which will become officially the Morris Hankin Building. First floor of the new structure will provide more than 10,000 square feet of floor space for the display of Wurlitzers, cigarette machines and all other equipment, and for general sales offices. Upper floors will provide private offices, repair and stock departments.

Leading manufacturers, distributors, jobbers and operators from everywhere in the country are to be invited to the grand opening and inspection of the new building which Hankin promises will be "the show-place of this industry, with one of the most unique displays in all the history of this business."

Re-Play Plan Adopted by Bally

CHICAGO—The "re-play plan," advocated by leading operator associations, has been adopted for use in connection with all convertible novelty games of Bally Mfg. Co., according to announcement of Ray Moloney, president of the firm. "The various associations are to be thanked for their efforts in bringing this plan to the attention of the industry," Moloney declared. "Bally is certainly glad to cooperate."

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COIN
MACHINE
REVIEW

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COIN
MACHINE
REVIEW



Burnhart Glassgold

"Bip" Glassgold Joins DuGrenier

NEW YORK—Francis C. DuGrenier, President of Arthur H. DuGrenier, Inc., has announced the appointment of Burnhart "Bip" Glassgold as Vice-President of the DuGrenier organization. Glassgold will work out of both the main company headquarters in Haverhill, Mass., and the New

York offices of DuGrenier at 615 Tenth Avenue, and will be in charge of sales. He comes to DuGrenier from U-Need-A-Pak Products Corp., where he was General Manager.

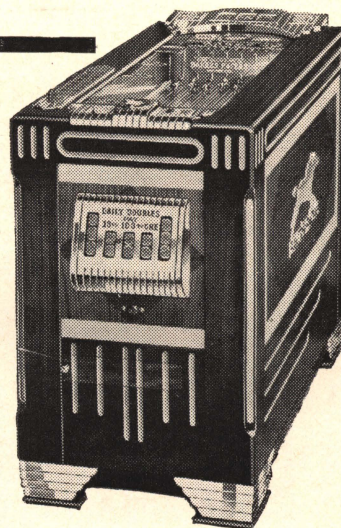
Glassgold has been associated with the vending machine industry since 1936. He started in the field, where he came into contact with and studied the problems of the industry and the operators. Armed with this valuable training he became affiliated with U-Need-A-Pak Sales in St. Louis, and later in Detroit, where his record was of such excellence that he was called to the factory and made General Manager.

Prior to his service in the coin machine field, he was Secretary and General Counsel of the Snider Packing Corp., Rochester, N. Y., a position which he accepted following a successful period in general law practice in New York.

He has made a host of friends in the vending field. He knows the business thoroughly and, due to his experience in the operating field, can visualize situations from the viewpoint of both an operator or an executive. He has proven himself to be a friend of the operators by his diligent efforts in their behalf, and has pledged to continue, and even better these efforts under the DuGrenier banner.

Glassgold, as well as other DuGrenier executives, will be at the DuGrenier booths at the Coin Machine and Tobacco Shows to welcome old acquaintances and meet those new operators who have recently come into the vending business. "Bip" suggests that every operator make it a point to visit the DuGrenier displays to see and hear how the DuGrenier merchandisers can be of assistance to them during the coming year.

The secret of polite conversation is never to open your mouth unless you have nothing to say.



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A Frank Discussion of the Insurance Needs of Today's Operators

—By—
L. A. ZEIGLER

THE average business man must carry certain types of insurance in order to safeguard his investments both against physical damage and also to protect his interests from claims brought by members of the public due to accidents caused by the ownership of property and merchandise.

The principal coverages are divided into two groups—firstly, the physical coverages, and secondly, the liability coverages.

I. PHYSICAL COVERAGES

A. Fire Insurance.

This insurance covers all direct loss of damage caused by fire including damage occasioned by lightning for the actual cash value at the time of loss.

To the fire policy these additional coverages may be added at a small additional cost.

1. Windstorm
2. Cyclone
3. Tornado
4. Explosion (excluding steam boiler explosion)
5. Riot—including riot attending a strike
6. Aircraft damage
7. Vehicle damage
8. Smoke damage—originating from a central heating system.

If the place of business is located in a state where the fallen building clause is in the standard fire policy, the fire policy covering in that state would cease to be in force if a material part of the building should fall except as a result of fire. This coverage is also granted in addition to the above.

B. Earthquake Insurance.

Covers loss caused by earthquake and is available in territories where earthquakes are known to occur.

C. Use and Occupancy Insurance, better known as business interruption insurance.

Indemnifies the operator for income interruption loss caused by fire or any other hazard insured against.

D. Deferred Payment Merchandise Insurance.

Insures vendor and/or vendee against loss on specified merchandise sold on deferred payments, or conditional sales agreements, covering unpaid balance of account, or both interests in accordance with terms of policy. Unknown or often overlooked is the obligation of an operator to pay his deferred balances regardless of the destruction of his equipment.

E. Automobile Insurance.

Fire and theft and some form of collision should be carried if trucks or cars are used.

F. Burglary and Robbery Insurance.

This type of insurance would cover the hazard of burglary to property located in the place of business, and robbery would cover losses sustained by robbery.

G. Plate Glass Insurance.

This insurance would cover damage done to plate glass. A window that is boarded up does not invite the public to look at your wares; therefore, the advertisement value of the window would be nil. Lettering on the plate glass may also be insured at a very reasonable cost.

H. Trip Transit Insurance.

This covers goods while in transit for loss or damage caused by fire, lightning, windstorm, flood, collision, derailment,

In this informative article L. A. Zeigler, prominent Insurance Authority, gives a complete picture of the insurance requirements of the average operator and outlines a minimum insurance program which will safeguard the interests of any operator.

overturning of trucks, collapse of bridges and various other perils as drawn to cover the proper exposures each risk may have.

II. LIABILITY INSURANCE

A. Automobile Insurance.

Public liability and property damage insurance should be carried on all cars and trucks with the limits sufficiently high.

If employees use their own cars, it is essential that proper liability and property damage insurance be carried as in the event of an accident the employer may also be held liable and according to recent court decisions usually is.

B. Another must coverage is Public Liability and Property Damage which protects in the event of injury to members of the public while at or away from the premises.

C. Workmen's Compensation Insurance.

Most states require employers to carry workmen's compensation insurance as a safeguard to the income of the employees. In states not required to carry workmen's compensation insurance, employer's liability should by all means be carried.

Very serious criminal as well as civil liability accrues when employees are not protected as above.

A special contract has been developed which includes the most predominant physical damage possibilities.

This policy would insure against direct loss or damage caused by:

1. Fire and lightning
2. Burglary
3. Theft
4. Explosion
5. Windstorm
6. Collision and overturn of the transporting vehicle while the insured property is being moved from one location to another.
7. Marine perils or ferries.

The cost is but a few cents per \$100.00 of value per month.

An excellent feature of the policy is that it provides for the decision of the operator as to values to be declared and premium is paid on the basis of declared value.

As a concrete example of this procedure, let us assume that an operator has 100 new machines valued at \$350.00 each as of the first of the month. The total value therefore would be 100 times \$350.00 or \$35,000.00. He would pay premiums monthly on that value.

If new machines are added, automatic coverage is granted; and likewise, if machines are eliminated, they are removed from the policy.

The minimum types of insurance that the average operator can carry without jeopardizing his business career are as follows:

1. Monthly Reporting Policy
2. Workmen's Compensation or Employer's Liability Insurance
3. Public Liability and Property Damage other than automobile
4. Automobile Public Liability and Property Damage
5. Employers' Non-owned Automobile Public Liability and Property Damage.

It is well to keep in mind that all insurance should be placed through one agency or serviced by one so as to make absolutely sure that there are no loop holes in any of the coverages.

In selecting that agency, more care should be exercised than in purchasing equipment or supplies.

Insurance is intangible, yet policies are nothing more or less than legal contracts. How many of us even read the first page of a policy, to say nothing of the remaining three pages plus the one to five smaller attachments usually found attached to a policy which may be the balance between well-being and security or bankruptcy and life-long suffering.

A competent and reliable insurance agency in this day of complex laws and finance is more important than is usually realized, and to be safe, one should exercise as much care as one is supposed to use in choosing a husband or wife. ♦

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O. H. "Jack" Feinberg

"Jack" Feinberg Joins DuGrenier Sales Staff

NEW YORK—O. H. "Jack" Feinberg has recently joined the sales staff of Arthur H. DuGrenier, Inc., and will travel out of the DuGrenier New York office.

Jack is known to operators from coast to coast and is an old hand at the vending machine business. He has been active as a salesman for many years and has covered practically every state in the Union. Some of the leading operators in the nation today were started in the business by Jack.

He is a trained engineer with a fine technical knowledge of mechanisms. This knowledge enables him to be of great assistance to operators, and because he is always ready, willing and able to help wherever possible very few men are more popular with operators. They all welcome a visit from him for Jack takes a keen interest in the welfare of his customers and keeps them advised of new ideas and ways to improve their operations.

Jack will be at the DuGrenier booths at the C.M.I. and N.A.T.D. shows in Chicago, along with DuGrenier sales representatives James A. Martin, Bobby Kline, Ralph Littlefield, Joseph Snow, Wally Sipple, C. A. Blake and D. W. Hartzell. Make it a point to visit the DuGrenier booths at both shows.

Mills Throws Xmas Party

CHICAGO—The Sales Departments of Mills Novelty Company threw a grand Christmas party for Fred Mills at the Edgewater Beach Hotel, December 16. 250 office workers who had collaborated on the "Get An Order for Fred" Drive were on hand to celebrate.

The party was a tribute to the loyalty and spirit of Mills customers and the readers of Spinning Reels, Mills customer magazine, who in the closing days of the drive rushed to uphold the honor of their friend Vince Shay, who finished in second place closely pressing Jack Walsh for the lead. Taking on an almost impossible quota, Vince managed to exceed his quota by 20%. Walsh, of the Coca-Cola division, finished in first place after exceeding a stiff quota by more than 90%. Jerry Jernberg came in third, just a handful of points ahead of Al Wilson, Freezer Sales Manager. Third and fourth were practically a tie. All Sales Departments together exceeded their quotas by 30%, thus making the drive one of the most successful sales campaigns ever held at Mills Novelty Company.

Every one of the 250 office people present had helped to get the orders which brought the victory. For number of orders special prizes were given to Mrs. Louise Weber, Gwen Desplenter, Dave Green, George Burke, and P. Tennis. In volume of business dedicated by salesmen and customers to Mills workers, Jim Mangan was first, Bill Ambrose, second; Grant Shay, third; George Kasten, fourth; and L. R. Pribel, fifth.

Thirty turkeys were raffled off at the party and also seven other items in lots of

thirty each, with special capital prizes added. Everyone present received at least one special prize. Everyone also received a special grab bag of Christmas prizes and novelties.

The reception for Fred Mills Christmas party was held in the North Room of the Edgewater where hors d'oeuvres and cocktails were served. Cece Mills was official Santa Claus and Jimmy Patten's Troubadours sang Christmas carols in full costume. Cece, with the Troubadours, held a block long Christmas parade down the main corridors with the 250 revelers serpentine behind them to stop dramatically at the door of the Grand Ball Room where dinner was served.

NOTICE

The offices of the COIN MACHINE REVIEW in Los Angeles will be closed from January 9th to January 27th so that the entire staff might attend the Annual Show in Chicago.

Only routine mail matters will be attended to during this period.

Who Is Helene Paul?

Helene Paul has established herself as one of the foremost astrologers of this era, principally because of the guidance she has given business executives. She is equally successful in adjusting matters involving emotional, domestic, and vocational problems.

Miss Paul was a successful business woman herself, and has been interested in astrology for many years, studying it as a hobby before she decided upon making astrology her profession. Thus, she brings with her to this science, a knowledge of financial and business problems which few astrologers possess.

A student of psychology, as well as the science of astrology, Miss Paul invites the confidence of her clients and treats each individual problem with understanding and rare discernment.

Astrology is fundamentally based on the principle that we are all human radios, and thousands of years before the invention of the modern radio, scientists realized this. In those days astrology and astronomy were synonymous.

A horoscope is comparable to an architect's blue print showing impending conditions within the scope of one's natal constellation. Every human being possesses free will to make the most of opportunities indicated. If the stars contribute fortunate periods, one should be prepared to take advantage of them. If an accidental aspect is in prospect, and one has been warned, trouble can be averted. One can do with one's life what one will, through the knowledge of what the stars offer.

Case Histories: A railroad official wrote: "You have been advising my wife with such amazing accuracy that I am wondering if you would kindly spare the time to likewise advise me." Another business man says: "The help you gave me today is immeasurable. I know now what has to be done. You transformed an elusive, baffling emotion into an idea, real, factual, capable of being dealt with. This is help from the gods—forgive me for being greedy." A note from an executive, equally well known in business and social circles: "What you told me seems to be working out. More money in the bank than in ten years, and prospects promising."

(Would you like to know more about a certain person's little idiosyncrasies so that you can handle him more successfully? Many important problems are solved through information that astrological analyses afford. To get such an analysis, send exact birthday—year, month and day—plus a stamped self-addressed envelope and 10c to cover clerical costs for each analysis you want.)

HELENE PAUL
c/o Feature Bureau
50 East 42nd Street
New York City.

Please send my astrological analysis. My

birthday is.....
MONTH DAY YEAR

Name.....

Address.....

City.....

Enclosed find stamped, addressed envelope and 10c.

An Astrological Portrait

of

Samuel "Curley" Robinson

Manager-Director of Associated Operators

of Los Angeles County

BY HELENE PAUL

Samuel Robinson, that well-known managing director of the "Associated Operators of Los Angeles County," was born on July 11th with the sun in Cancer. This gives him a fertile imagination, and makes him sensitive to the demands of the public. Also, he should be a wonderful husband and father, as well as an excellent son. He was undoubtedly rather shy and retiring during the first sixteen years of his life, but he has long since outgrown that, for other aspects in his natal constellation give him a definite quality of showmanship.

Mercury in Leo contributes a fiery, quick temper, as well as a persistent determination, a quality which would enable him to rule any group with which he would come in contact. He has high, noble ideals, and will not "stoop to conquer," no matter what the compensation may be. He also has definite assurance, and an excellent organizing mentality. He can take hold of a project, and assume the responsibility of its expansion—showing excellent results, due to his keen power of observation, his natural understanding of human nature, and his ability to dramatize any projects with which he becomes associated.

Still another quality which is entirely contradictory to all of this is Mars in Taurus, which adds a quiet ambition, and a keen determination to gain his purpose through tact, diplomacy or sheer strength

of internal force or confidence. This vibration emphasizes that good executive power, ability to organize, and direct—carrying plans, and ideas into gratifying materialization.

Another aspect in that "celestial blue print" (otherwise known as his horoscope) makes Samuel Robinson kind, sincere, obliging and charitable. He has always been called upon to assume many domestic responsibilities, as well as inviting consciously or otherwise, the confidence of many friends in need. They all come to him with their troubles, and he rarely, if ever, turns them down, no matter how much self denial it may require.

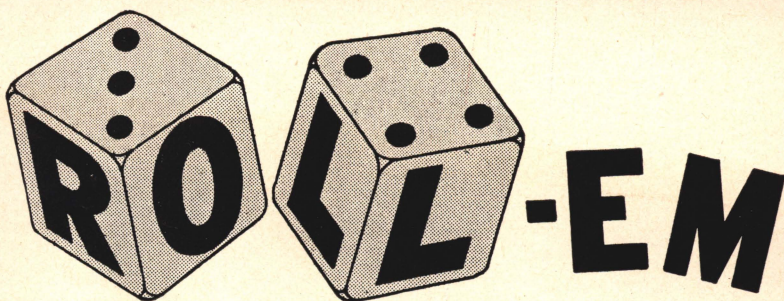
He is extremely versatile, and while he has many ideas for dramatization and promotion, he is not stubborn, and will listen to reason if it is for the welfare of his organization. It is interesting to note that there are many changes registered for him in the ensuing year, with very definite opportunities for personal promotion and progress, and a very gratifying increase in his income. Just how much this will mean to him depends entirely upon his desire to "help things happen", and his degree of preparedness to accept these opportunities when they come—for the planets "impel" but do not "compel" and it all depends upon the individual to "help himself" to the opportunities they create.



Here is the first complete installation of Packard Pla-Mor Boxes in California and was made by the Esquire Music Company, Los Angeles, for operator Ray Eberts. Spot is the famous Sportman's Cafe and Cocktail Lounge. Standing at the Bar, left to right, are Ray Eberts, Jack Gutshall and W. E. Simmons. Lady up front is Mrs. Madge Barry, owner of the spot.

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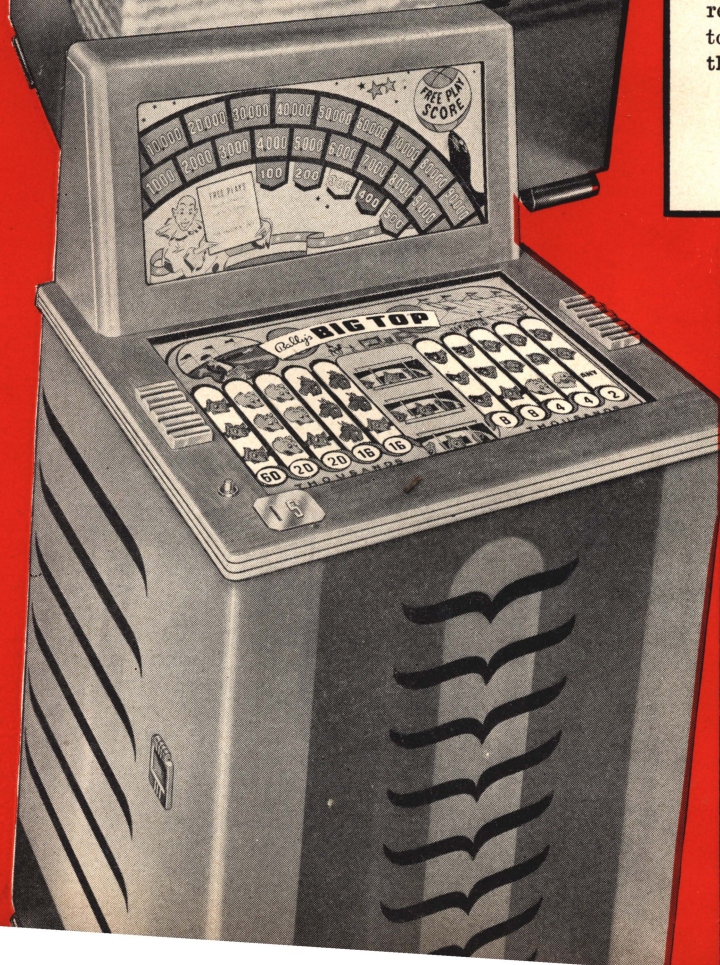
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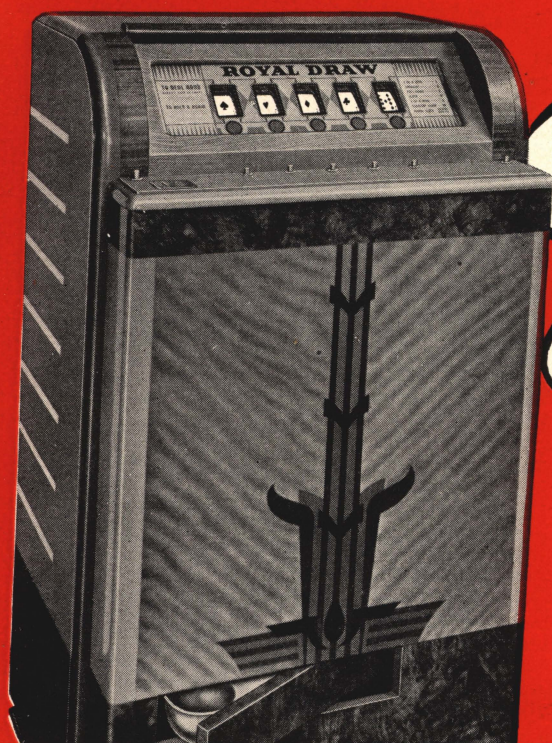
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BURIED TREASURE

by
PARKER DUNN

(An OUT-OF-THE-INDUSTRY Feature)

We were seated around the campfire high up in the Winchester Mountains in South-eastern Arizona. The venison had tasted unusually good; even the frijoles and tortillas (our everyday food) seemed better. Steaming coffee out of tin cups topped it off and two cigarettes gleamed in the darkness as Nigger Jim and I smoked. "Gorilla" Bill Brown neither smoked, drank nor chewed. He got his name from his appearance. He was a prospector and mildly off his nut. Harmless, you understand, but a bit on the queer side. He was the nearest thing to the Missing Link I ever expect to see.

Nigger Jim and I were old friends. He had a homestead not far from my camp and he just puttered around. He was admittedly over ninety years old and claimed to have passed the hundred mark. Records proved the ninety. He stood almost six feet and straight as an arrow. He could vault into the saddle without touching hand to either horse or saddle. He often spoke of himself as "the first white man in Arizona" and he was dead serious about it. Indians and Mexicans did not count with Jim. He had ridden with Billy the Kid in the Lincoln County war. He had fought Geronimo and was present at his capture. Tombstone knew him and he knew his Tombstone. Wyatt Earp, Curly Bill, the Clantons, John Slaughter, and all the rest were his intimates. Tombstone still talks of how he drove Buckskin Frank Leslie off when that worthy tried to jump his claim in the hey-day of Tombstone's roaring past, when "a man before breakfast" was the rule.

Tombstone, Bowie, San Simone, Wilcox, Cochise, Bisbee, Benson and Tucson knew him as "Nigger" Jim. Lincoln knew him under another name when he was one of the few who survived that mad dash from McSweeney's burning building with Billy the Kid as the Murphy guns blazed death in one of the bloodiest battles of the Old West.

I knew that he received two pension checks each month; each under a different name! He signed them both with an X!

For some unknown reason Nigger Jim liked me. He talked to me and he told me many things. He could neither read nor write, yet had a surprising knowledge. He claimed to have "visions" and when he saw one of these "hants" was moody and silent for several days. The negro is known for his leaning towards the supernatural but Nigger Jim had it bad. He actually believed in these messages that his "vision" gave him and some of the things he told me made me wonder if we are so smart after all. One of those visions was how come I went on the only buried treasure hunt of my somewhat hectic career.

"Nigger Jim" admitted to me that he was wanted in seven states. That's why the phony names. He had, he said, killed thirteen men and would produce (from nowhere) a formidable frontier model six shooter. Carefully removing the butt plates he would point out the thirteen notches

filed on the inside of the gun butt.

He had done a bit of everything, according to his telling, everything, including stage coach and train robbery; bank hold-ups, and plain and fancy killing—for a price. Once previously he had come to me and asked me about a certain man who was my friend but who had made a damn nuisance of himself in the community.

"Parker," said Nigger Jim, "Would you care if I killed John _____?"

"You're kidding, Jim!"

"No, I ain't kidding. I been offered five hundred dollars to do the job, an' I sure could use that money. You see I figure John is your friend and I thought I'd ask you. If it's all the same to you, I'd like to earn that money and nobody'd ever miss him, neither."

Convinced of his earnestness I talked Nigger Jim out of that job; but I found out that the offer had been made by one of the old time cattlemen on whose toes John had trod a bit too often. Nigger Jim would have cheerfully added the fourteenth notch.

This night as we sat high in the Winchester around our fire the talk turned to buried treasure. Now I've always scoffed at buried treasure but try sitting opposite an old train robber and listen to his tales of burying the loot until things cooled off. You're not sitting in an easy chair in your home. You're on a table land high in a country where murder was an everyday occurrence not so long ago. The moon shoots sharply over the Dos Cabazos and lights up Squawtit Mountain just beyond. Below lies Stein's Pass and New Mexico. Ahead in the valley lies the town of Wilcox and beyond Cochise and the Dragoons. Off to the left are the Chirachuas. The fire dwindles, afar off a coyote howls and your hair bristles on the back of your neck; it sounds damnably like the blood-thirsty cry of a murderous Apache. A giant cactus stands weirdly silhouetted in the moonlight.

"It's over forty years ago we buried the stuff. A Wells Fargo box taken from the Benson stage. Five of us did the job. They was a killing and we scattered but we buried the box before we did. Three of the boys are dead. Just one more besides me knows where its cached and we been watchin' each other ever since to see the

Have you ever heard the thud of madly pounding hooves, the shots and the shouts, the screams and the curses as the stage coach on the road from Tombstone to Benson was stuck up? The shriek of a soul as it went screaming and naked, into hell? If you have not and the man who took part in the holdup wanted to take you where the loot was buried, what would you do?

other one didn't get away with it. Yuh see some people sorta suspects us and we don't dare go after that stuff. That's why so much stuff stays buried. Now if either of us dug that up, why we'd be in trouble right away."

I felt it coming. The build up was perfect. Nigger Jim rolled another cigarette and watched me through the smoke. Gorilla had long since turned in. Jim wouldn't talk before him. Well, chasing buried treasure was about the only thing I had never tried, and sworn I never would, but, there was that Arizona moon. The coyote had found a mate across the canyon and their music—well unless you've heard it you wouldn't understand. Nigger Jim's voice perked me back to earth.

"For four nights now I've seen it. Dancin' ball of fire where the stuff is. That's a sure sign things is right and then last night the 'Vision' came. Just as plain as I see you it was, and it talked to me and told me what to do. 'Jim,' says the Vision, 'tell Parker where that loot is. Let him take Gorilla and go with you and dig it up. He'll give you your share and nobody'll be the wiser. Tell him,' said the Vision."

"How about Kettle Belly George," says I to the Vision? "Kettle Belly is no fool and he knows that him and me is the only living people what knows where that stuff is hid."

"Parker," says the Vision, 'is writin' a book about the bad men of Cochise County. He's been spending lots of time studying, and over in Galeyville he found a map left by Crooked Nose Johnny, him that shot the stage driver. That map,' said the Vision, 'is what'll take Parker right to the stuff, with you sort of helpin' out.'"

"So, I hear a voice sayin' and suddenly realizes it's me talkin'."

"So," says Nigger Jim, "Tomorrow towards sunset we'll get in your car and drive to about a quarter mile of where the stuff is. You and Gorilla will do the diggin' while I stand by with an eye out for Kettle Belly George. I don't think that Vision would set me wrong but Kettle Belly is damn fast on the trigger. That always was his trouble; he shoots before he thinks, but then if he was as slow shootin' as he is thinkin' he'd a been dead long ago—an' I'd a dug that money up before this."

We rolled up in our blankets. The fire died down. The moon hung high and the weird call of the coyotes floated up to us: music I'd give a lot to hear again. It wasn't in the nineteen thirties; it was back in the eighties. Curley Bill was raiding out of the San Simone; Billy the Kid blazed a trail with his guns across the West. I rode with the mighty.

* * * *

The pungent odor of boiled coffee and frying bacon stung my nostrils into awakening. Southeastern Arizona is hotter than hell even in winter. In summer, especially, we arise before dawn, eat, do our routine work in the early, cool, hours, and hole up until about four in the afternoon when,

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with the dipping sun comes the blessed coolness again and we resume our activities.

No matter how early I got up, Nigger Jim was always before me. My fondest recollection of those Arizona times is a picture of that black figure squatted on his haunches before the fire as dawn drew a finger over the Dos Cabazos and parted the curtain of night.

I stumbled out and dashed some ice-cold water from the olla over my face. Gorilla Bill still slumbered with snores that sounded like a rumbling subway train at Times Square. I kicked him none too gently in the ribs as a signal that breakfast was ready and joined Nigger Jim.

I'll always, somehow, remember that picture. The grim, gaunt negro of untold age, hunched before the fire cooking breakfast, smoke curling up from his cigarette. Squatted on his haunches; tireless, lithe, killer, bad man—I knew him to be. Stage coach robber, bank robber, expert at train hold-ups, murder for hire and ready for any odd job (at a price) yet he had his ethics. He was deeply religious. He would, under no circumstances eat meat on Friday, and informed me in all seriousness that "they" never committed a crime on Friday 'if it could be helped.' Yet his gun was for sale to the highest bidder and he thought no more of these things than you or I do of lighting a cigarette. It might be hard to understand but I think more of Nigger Jim than I do of a lot of white men who go to church on Sunday—and rob their friends all the rest of the week!

Jim flipped the last piece of bacon over and turned his attention to pouring the coffee in the big tin cups. Gorilla Bill was still performing his morning ablutions.

"Parker, I saw the Vision again last night. That stuff is ready for us. I'll be back here 'round four this evenin' and you and Bill be ready."

No more was said. Breakfast over we drifted to our various tasks. Bill to his assessment on the "42nd St." mine (he was from New York and never got over it), Nigger Jim to his mysterious ways and me to mine.

At four I had a really good pile of grub ready. Jim drifted in. I told Bill we were off on a treasure hunt and he was childishly excited. Jim was different, almost morose—quiet, yet excited, if you know what I mean. His eyes had an unnatural, fanatical gleam and somehow I smelled trouble in this day's adventure. But trouble is what I've looked for all my life so that didn't bother me.

The grub polished off we climbed aboard my ancient car. In the boot back of me lay the Winchester 30-0-6 I never was without. On my hip bumped the Smith & Wesson .38 special that had accompanied me on many a queer trek. Bill was heeled



"Guess what we've got." Jeanne Brown and Jerry Mitchell, famous blonde-brunette team of models show you the answer right in their hands: Daval's two new baby-size counter games, Cub and Ace. According to the manufacturers of these new twin counter games, sales are breaking all records.

with a regulation .45 and Nigger Jim, as always, appeared guiltless of arms but could, in a pinch, produce a Frontier Colt .41 before either of us could so much as drop hand to butt; and it would be smoking when he drew. I've seen a lot of fast men with a gun but my money's on Nigger Jim every time. Into the rumble seat went pick and shovel, for what would a treasure hunt be without something to dig the buried loot up with?

Now all of this had been rather a joke with me. I never believed in buried treasure, or the people who hunted it. But somehow the thing was getting me. Nigger Jim was too serious. It was no joke with him. His eyes had a queer, far-away look and there was something about him I didn't like. I may have been all wrong but an ugly thought crept into my mind that if we did find that buried treasure—Jim claimed to have hidden so long ago, we might not all come back. No one knew where we were going or why. A hole in the ground; a couple of bodies not found for weeks or even months. . . .

"Turn here," said Jim, and obediently the car left the road to bump over scarcely less smooth range land. A half hour of this, then, "Right," and right we turned. "Right!" "Left!" "Straight ahead!" Always we climbed. Scrub oak began to show. Covey after covey of quail scurried out of our way. Nigger Jim grew more and more excited. I knew now we were in a tight spot and I knew, for the first time, that this treasure hunt was no joke. Sweat stood out on Nigger Jim's forehead. His eyes had a look I'd never seen before, and can get along all right without seeing again. Too much money in sight raises hell, be it on Wall Street or the desert. I shifted so that my six gun lay handier on my hip. Nigger Jim hunched himself up until he could peer over the windshield. His directions came faster and faster and they weren't suggestions now; they were orders. Time had rolled back forty years and robbery and murder were riding the trail. At the peak of a rise and near a fence corner, I brought the car to an abrupt stop at Jim's command. He was out of the car faster than any man of a hundred years should be able to move. He ran to a stump and we followed. Still carrying picks and shovels and, somehow, my Winchester hung handy in the crook of my arm.

"There," almost shouted Nigger Jim, "there—dig."

Bill dug at the appointed spot. The ground looked funny to me. It was too soft and fresh to my way of thinking. That earth had been disturbed a lot later than forty years ago. I had a hunch somebody had beat us to it. Under ordinary circumstances Nigger Jim would have noticed this for he was a keen trailer and scout. In

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spite of his age his eyesight was perfect. But this buried treasure stuff had got him. Maybe it was the thought of what lay buried there and he soon hoped to have. Perhaps he was living again the bloody day when they stuck up the Benson stage and buried the stuff until things cooled off.

Something made me look up. There about half a mile away on top of a ridge sat a horseman. He was watching us, there could be no doubt of that. I called Nigger Jim's attention to him and Jim didn't turn white but he did get a sort of dirty grey. He seemed turned to stone for a moment and then he burst into the finest display of plain and fancy cussing I've ever heard. He used Apache and Mexican as well as English. Then he went for my rifle but there I drew the line.

"Nothing doing, Jim. If anybody shoots that rise it's going to be me. Take it easy. We'll gain nothing by killing him, whoever he is."

"It's him! Kettle Belly. He's been watching us. He's got it coming and I'm goin' to fix him, permanent, the . . . xzx . . . xix zzzxz!!!"

No doubt of his earnestness. He was back in the old days when the only law was the gun a man packed on his hip. I don't know just how it all would have ended had not our lone horseman suddenly whirled and galloped off.

Nigger Jim got into the car and said nothing. The treasure hunt was over. Somebody had beat us to it.

On the long drive back to camp Nigger Jim spoke not a word. He did not stay for supper but vaulted into the saddle and rode away and it was weeks before I saw him. As long as I knew him he never mentioned buried treasure again.

The next morning the Sheriff blew into camp, stopped for a cup of coffee, talked of this and that. After he'd made quite sure Gorilla Bill and I were the only ones in camp he eased his six feet up from the ground where he squatted and moved towards his cayuse.

"Seen Nigger Jim lately?" The question was casual, too casual, and I was thankful for Bill's slight deafness.

"Not for quite a spell," I lied. "Why?"

"Oh, nothin'. I just wanted to tell him that Kettle Belly musta struck it rich. Him an' Kettle Belly usta be pards, long time ago, or so I've heard. Thought he might be interested."

He made a pretense of adjusting the cinch on his saddle, then continued.

"Anyways it don't make no difference I reckon. Only Kettle Belly cashed in some gold at the bank yesterday an' took the S.P. outa town last night. Just afore the train pulled out he told me to tell Jim so long."

He swung easily into the saddle and loped off.

A few days later I dropped into the bank,

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cashed a check and chinned with the cashier a bit. Gradually I worked around to what was on my mind.

"Ever run into any of the old gold coin they used in the mining days?" I tried to make the question casual.

The cashier shot a funny look at me. Or maybe I only thought so.

"Funny you should ask that," he remarked. "Few days ago old Kettle Belly dropped in and cashed in some gold that had been out of circulation almost fifty years. Said it was some he had been saving and now he thought it was about time he cashed in and went home. Stories have floated around how him and some others stuck up a few stages years ago but I guess they're just yarns. Supposed to have buried it somewhere out in the hills. The land around here is full of buried treasure if you listen to the Old Timers. Ever hunt for any of it?"

"Who—me?" I hoped that I sounded convincing. "No, buried treasure makes a good story but I don't believe in it."

"Me neither, but funny things happen in Arizona. Well so long."

"So long."

Robbins Has New Counter Skill Game

BROOKLYN, N. Y. — Hole In One is the latest counter game now in production by D. Robbins & Company, Brooklyn, N. Y. Hole In One is a penny golf game with a realistic golf manikin, controlled by player. The manikin holds a golf stick and a ball of gum is vended in front of the stick. The object of the game is to skillfully hit the ball so as to make a hole in one. All skillful hits are recorded so that the operator can tell the amount of skillful plays.

Hole In One is priced so low that a quantity of them can be operated with a small investment! This game should be permissible most everywhere as a ball of gum is vended for each penny. Hole In One games have been tested in New York City locations and Dave Robbins states that this game is not only mechanically perfect and attractive in appearance, but it is also a fast money maker, capable of grossing \$1.00 per hour.

"How long have you been married, Bill?"
"Let's see, I got this suit in 1928."

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Take a location where there's some other kind of a table. No matter how good the location, no matter how good the table, that location is NOT sacred. The table may be knocking them cold this morning, and two weeks from now be moved out on the street in favor of some newcomer's offering. It hasn't the staying power. The players will leave it in split-second time for something new. So the guy who operates it is in the moving van business, instead of the coin operated trade.

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Install One-Two-Threes and settle down for long undisturbed runs. The One-Two-Three doesn't go like a house on fire and then die out. It attracts heavy play from the moment it is installed and it never loses that play. It makes the location a Sacred Location, and you know that Sacred Locations are the foundation of your profits. There's no profit for you when you have to battle with competitors for the location's favor. The One-Two-Three wins that favor by simply being a long-run table. Years of operation have proved how steady it is. And thousands of

One-Two-Threes have demonstrated beyond all question that here is the greatest money-making table of all time.

One-Two-Threes are a wise investment not only because they make so much money but also because they deliver Sacred Locations to you. These Sacred Locations turn out to be fine spots for additional machines, such as counter games and Bells, and for phonographs also. The friendships thus created last a lifetime and are stronger than time itself. Get One-Two-Threes and learn how much wealth is represented by a Sacred Location!

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You can order Mills One-Two-Three on our regular Ten-Day Return Privilege which allows you to test the machine in action under regular operating condition. If not satisfied, return your tables within 10 days, shipping charges prepaid, and we'll refund your money in full. Entire contents of cash box are yours.

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4100 FULLERTON AVENUE • CHICAGO • ILLINOIS

MUSIC

BMI Thanks Ops For Support

NEW YORK—Evidence of the advantage of mutual co-operation has been given in a note from Broadcast Music, Inc., thanking operators for their support of this firm's tunes which assertedly make it possible to "end the monopolistic control of music." BMI reports that the 1909 copyright law specifically exempts coin operated phonographs from payment of a performance fee—unless admission is charged—and ASCAP has been seeking the repeal of this provision with the announced intention of imposing a fee of \$60 a year on these machines, in a bill before the present Congress. Operators' letters to BMI indicating their support, and their welcoming of BMI tunes has provided what is termed a healthy competition in place of monopoly.

BMI recognizes that records in a machine do no good unless customers drop in their nickels to hear them, and executives point out that their music is earning more money for the operators than that of any other publisher, making support of their program profitable while at the same time it opens one of the most important ways of popularizing BMI music.

"Variety," amusement business weekly, has ceased to list "most-played tunes" for the time being, and in place there appears a list of the ten best sellers on coin machines, and the next eight tunes under the heading "Gaining Favor." Among the first ten, for the week of December 9-16, BMI's "Practice Makes Perfect" stood at number three with Bob Chester's recording, and "There I Go" at number ten, with recordings by Tommy Tucker, Will Bradley and Woody Herman. In the latter classification, "I Give You My Word" was number five, with discs by Al Kavelin, Eddy Duchin and Jack Leonard. Together, then, BMI had a total of three songs and seven records, while the nearest competitor was represented by two songs and five records. ♦

"My wife and I have separated."

"Well, well, what's the trouble."

"No trouble at all now. We've separated."



Coming in for its share of honors in the east is Rock-Ola's Mystic Music, shown here in a highly successful installation serving 30 different locations in Syracuse, N. Y.

Wurlitzer Announces Five Victory Phonographs for 1941

NORTH TONAWANDA, N. Y. — The Rudolph Wurlitzer Company announced its new line of automatic phonographs for 1941 on National Wurlitzer Days, January 5th and 6th. The new phonographs, known as "Victory Models," received a sensational reception by thousands of Music Merchants who viewed them in sixty showings from coast to coast.

The complete line consists of three Console Models and two Counter Models—all designed by Paul M. Fuller, noted Wurlitzer designer. "In military terms," said M. G. Hammergren, Wurlitzer General Sales Manager, "these new creations are another Wurlitzer victory. I can say without reservation that these Victory Models are the most beautiful phonographs ever to bear the Wurlitzer nameplate. With this new line we are confident that 1941 will be a great year for Wurlitzer Music Merchants."

Features Polaroid Illumination

Top machine in the line is the Victory Model 850 featuring Polaroid Illumination announced as "one of the most sensational contributions of science to spectacular lighting effects." It was stated that Wurlitzer holds the sole license in the automatic phonograph industry to this new idea in illumination.

A deluxe musical instrument in every sense of the word, the Model 850 makes liberal use of light and animation. Sweeping plastic pilasters glow with vari-colored light. The polished metal grille gracefully terminates with twin tubes of gay dancing bubble illumination. Coin slides, nameplate, program holder and record changer compartment are brilliantly illuminated. Yet despite this profusion of light and color the center of eye appeal is purposely placed on the Peacock Panel with its Polaroid Illumination.

According to Hammergren, "It is on this panel that Polaroid Color has full play and the result is one of the most startling eye-arresting displays ever introduced on any phonograph. Every feather on the peacocks, every leaf and flower in the background becomes a perpetual parade of ever-changing, eye-challenging hues. Hardly believable is the fact that all these gorgeous tints and hues are taken from ordinary electric light—but that is the magic of Polaroid Film.

"Shining through twin revolving discs of Polaroid Film—then through the peacock pattern built up of tiny pieces of colorless Cellophane in varying sizes and layers—and finally through a second Polaroid Film into the peacock design—pure white light is transformed into the myriad of colors that give the peacock panel its amazing color effects."

Push Button Electric Selector

Standard on the Victory Model 850, available at extra cost on Wurlitzer's other Console Models, is an Electric Selector offering patrons absolute protection for the selections they make.

Each of the 24 push buttons on Wurlitzer's new Eye-Line Selector is brilliantly illuminated and directly opposite the program slip. When a number is selected that button light goes out and remains dark until the record is played.

By this feature, a patron approaching the phonograph can readily see what numbers have already been selected. He must deposit a coin to make additional selections. He cannot change any selection already made, whether at the phonograph or from any Wall or Bar Box.

Said Hammergren, "The big advantage of this Electric Selector is obvious. Each patron gets the plays he pays for. No opportunity for lost plays that mean a disappointed customer and not infrequently result in arguments and requests for refunds."

Distinctive Cabinet Styling

The Victory Model 750 is the second Console Model in the new line. In referring to this new model Mr. Hammergren emphasized its distinctive beauty obtained with brilliant plastic pilasters—illuminated basketweave plastic grille—blue plastic panels in the coin slide unit—champagne bubble illumination in curved tubes that flank the coin slide assembly.

"Again" he said, "Wurlitzer has broken with tradition by introducing costly veneers and glowing plastics in a novel design on the Model 750. Its ultra-smart oval styling combining colorful plastics with beautiful cabinet woods and artistic polished metal trim is distinctly new in this industry. We look for it to set a new standard for standard model phonographs."

New Note In Period Phonograph Design

Introduced in November but now incorporated into the Wurlitzer Victory Line

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is the Colonial Model 780. This instrument was designed to meet the demand for an automatic phonograph of conservative beauty to harmonize with the furnishings and appointments of the high class, hard-to-get location.

Its design is Early American in treatment and includes a Governor Winthrop cabinet top, pewter-finished hardware, a spinning-wheel grille with patchwork background and butterfly peg construction.

Said Hammergren, "The 'Colonial' has met with a ready acceptance in hotels, private clubs, night clubs, high class restaurants and cocktail lounges that have formerly been aloof to any automatic phonograph."

Host of Tried and Proven Mechanical Features

Welcome news to Music Merchants is the fact that new and untried mechanical features are missing on the new Victory Model Wurlitzers. For the most part with minor refinement, Wurlitzer's tried and proven mechanical parts are retained. Rigid, rugged coin slides that guard against trash are retained from last year—also Wurlitzer's Magnetic Coin Selector that offers accurate sizing of coins and is said to be practically slug-proof.

The now famous Wurlitzer Moto-Drive Coin Switch is standard on all Console Models. This unit with its freedom from butterfly switches affords positive power-driven, fool-proof action. Developed and patented by Wurlitzer it has been in successful operation for a year on thousands of Wurlitzer Phonographs.

Another proven feature included on the 1941 models is the Magazine Switch. It requires no transformer or lights. It operates on any voltage encountered in the United States. It consumes a minimum of power. **Improved Tone Through "Inverse Feed-Back"**

Improved bass range on all Wurlitzer Victory Models is said to result from "Inverse Feed-Back" circuits in amplifiers. Providing a much wider range of low frequency reproduction, Wurlitzer engineers claim that it overcomes the tendency of ordinary phonographs to over-accent certain bass notes.

On all Victory Models normal speaker vibration is prevented from reaching the cabinet by vibration-absorbing "Rubber-In-Shear" mounts. This application of the same principle as automotive "floating power" is a Wurlitzer innovation which eliminates tone distortions due to cabinet vibration.

On all 1941 Models Wurlitzer retains its simplified factory sealed magnetic Pick-Up—its time tested record changer and its time and money saving front door service accessibility.

Rounding out the 1941 line of phonographs are two Counter Model Wurlitzers—the Victory Model 81 featuring a cabinet design of highly figured Oriental Walnut

● Packard Pla-Mor Remote Control Systems are uniquely new and different.

● To eliminate costly obsolescence and make more net profit for yourself in 1941 line up with Capehart's Packard Products.

● For full details on Packard's complete line for 1941 see your Distributor or address the following

W. E. SIMMONS

Western Regional Manager, Packard Mfg. Corp.

1025 N. Highland Ave.

Hollywood, Calif.

and Myrtle Burl with plastic pilasters of new brilliance and the Model 41, hailed last year as "the smallest Counter Model ever built."

Both phonographs have built-in speakers, Glamour Lighting and Visible Record Changers.

In addition to the complete line of Victory Phonographs, Wurlitzer also has a new line of Remote Control Equipment—Wall Boxes, Bar Boxes, Portable Unit Speakers—which for eye appeal and mechanical perfection are guaranteed to measure up to the high standard set by Wurlitzer Phonographs.

In summing up Wurlitzer Victory Models for 1941 and Wurlitzer's new Remote Control Equipment, Vice-President Carl Johnson stated: "It's the greatest opportunity Wurlitzer has ever offered Music Merchants to extend their operations and increase their profits. We fully expect 1941 to prove a record year for every Wurlitzer Music Merchant in America." ◆

Carroll Gives ASCAP The Royal Bounce

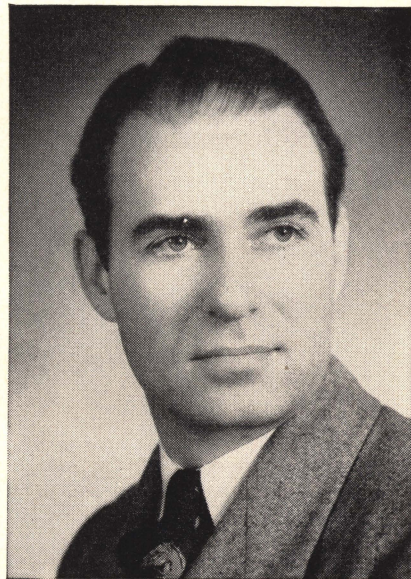
HOLLYWOOD—The Earl Carroll Theater Restaurant, one of the nation's leading entertainment and dance spots, cancelled its ASCAP license November 15 and since that time has used nothing in its show or dance music except public domain or BMI music, according to report.

Carroll announced a plan to dispense with ASCAP music for at least one quarter of each year in order to bring his music rights overhead down to somewhere near that of other big night-spots which, he says, are charged considerably less. His ASCAP yearly rate has been \$2400, while such spots as the Cocoanut Grove, he says, were charged \$1500 a year.

Significance of the move, as seen by the trade, is that others may try the same plan. Carroll's successful elimination of the ASCAP license is the first in the night club field since ASCAP was founded. ◆

Him: "You look like a sensible girl. Let's get married."

Her: "Nothing doing. I'm just as sensible as I look."



H. R. Smith

Smith Joins Packard As Western Manager

INDIANAPOLIS—Homer E. Capehart, President of the Packard Manufacturing Corporation, has announced the appointment of H. R. Smith as District Manager for the entire states of Utah, Colorado and Wyoming.

"Smith comes to Packard with over 8 years of experience in the automatic music industry. He is well qualified to understand the problems of the operators and will be of great help to any operator on any problem concerning automatic music," Capehart declared.

Smith was District Manager for A. M. I. in the Cincinnati territory from 1932 to 1938. In 1939 he did special work for them. The first six months of 1940 he was with the Jean Minthorne Company in Los Angeles. He has been working for Alpha Distributing Company, Hollywood, and now assumes the responsibility of District Manager for Packard. ◆

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**DON'T FAIL
TO SEE...**

**DOUBLE VALUE
PHONO**

● AT BOOTH LL-2 ●

**COIN MACHINE SHOW, CHICAGO
Operator's Price . only \$69.50**

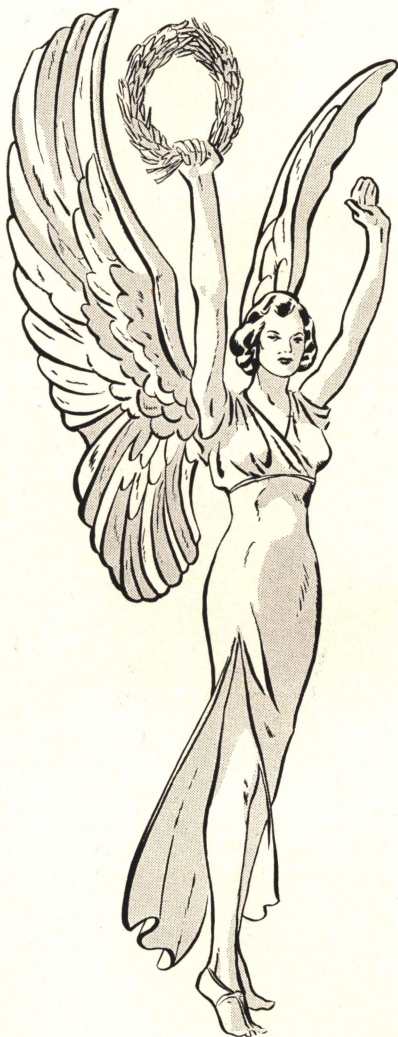
D. ROBBINS & COMPANY

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exclusive distributors of the new**

WURLITZER
REG. U.S. PAT. OFF.
**Victory Models
for 1941**



**MOST BEAUTIFUL PHONOGRAPHS EVER BUILT
OFFER MUSIC MERCHANTS THEIR GREATEST
PROFIT OPPORTUNITY**

Again Wurlitzer has stepped far ahead of the industry in creating its Victory Models for 1941.

Paced by the striking innovation of Polaroid Illumination, on Model 850, packed with sensational play appeal and brilliant earning power, these spectacular instruments offer California Music Merchants a very obvious opportunity to get more locations—to make more money than they ever have before.

Come in and see the entire Victory line at our nearest showrooms. Let us help you lay your plans to capitalize on Wurlitzer leadership in 1941.

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CALIFORNIA SIMPLEX ENTERTAINS HUGE GATHERING OF MUSIC MERCHANTS AT FRISCO DEBUT OF WURLITZER COLONIAL MODEL

Companion party to that sponsored by California Simplex Distributing Company in Los Angeles on November 3rd, was a second great celebration staged at the Sir Francis Drake Hotel in San Francisco on Wednesday, November 6th, attended by 850 Wurlitzer Music Merchants and their wives.

An elaborate program of entertainment and a lavish layout of food rounded out what Wurlitzer executives said was one of the finest model launching parties they ever attended.

On this and succeeding pages is a partial pictorial record of the doings and goings on which started early and lasted late. ♦

Star Entertainers Enliven California Simplex Party

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Happy Felton, famous maestro and movie artist was Master of Ceremonies, conducted the party with great gusto.



A. W. Sheppard, noted magician entertained with brilliant examples of the "black art."

The "Gay Nineties" Quartette repeated the success they scored at the California Simplex Los Angeles party.



One of the singing stars of Freddie Martin's ace band put up a song that brought down the house.



Freddie Martin, leading recording artist did his stunt while Happy Felton beamed his approval.



Artie Shaw, idol of dance lovers took his turn at the "mike" to the delight of the assembled guests.



Mrs. Walter Hill of Berkeley wins a \$50 prize as "Mike" Hammergren (left) looks on.



Mike Sessler (right) Wurlitzer Music Merchant of Vallejo, California, wins a Model 700 Wurlitzer.

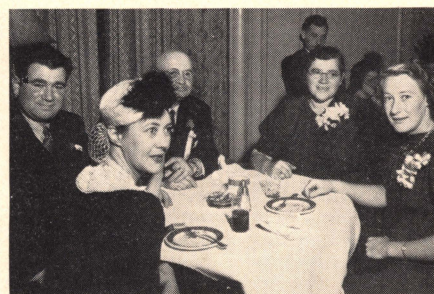
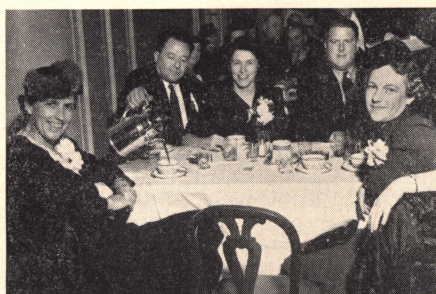


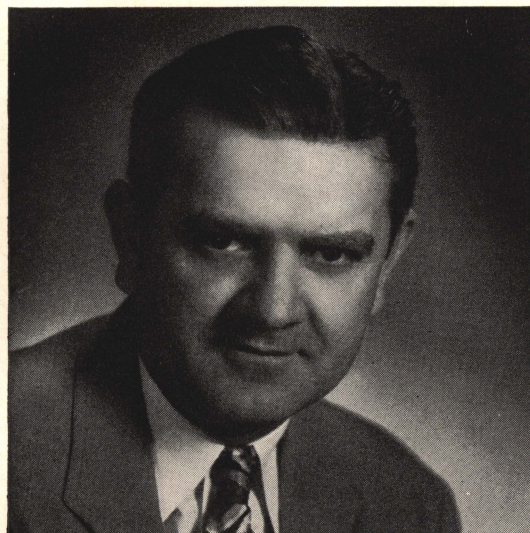
Susan Miller, singing star of Earl Carroll's Hollywood Revue, got a big hand as she socked over her songs.

MORE SCENES FROM THE SAN FRANCISCO SIMPLEX PARTY



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Wurlitzer 850 Has Polaroid Illumination

NORTH TONAWANDA, N. Y. — Of the many innovations introduced on the new Wurlitzer Victory Models for 1941, none assertedly has received a more sensational reception than that accorded the Polaroid illumination on the Victory Model 850, an exclusive Wurlitzer feature which music merchants have unanimously and enthusiastically agreed marks a tremendous step ahead in eye appeal and earning power.

One of the greatest scientific discoveries of recent years, Polaroid existed only in the laboratory until five years ago, and a small piece of it was valued at several thousand dollars. Today it is possible for camera-men using it to photograph from the surface objects deep down in the sea, for doctors to take three-dimensional X-Rays, for engineers to discover the presence of strains in transparent materials, for automobile manufacturers to eliminate headlight glare, and for Wurlitzer to introduce what National Wurlitzer Day crowds hailed as the most gorgeous lighting effects ever introduced in any automatic phonograph. And not only did they praise the eye-arresting appeal of Polaroid light and color, but they marvelled at its ability to hold attention.

On the Model 850 peacock panel, Polaroid colors change constantly to complementary shades so that there is no retinal fatigue. In practice on location, this means that patrons, intrigued by Wurlitzer's Polaroid illumination can and will watch it swing through its cycle of ever-changing colors repeatedly without tiring.

How Polaroid illumination works its

magic effects on the Model 850 was a question on everyone's tongue. All were amazed to learn that the gorgeous hues were produced from an ordinary electric light. Shining through revolving discs of Polaroid film, then through the peacock pattern built up of tiny pieces of colorless Cellophane in varying sizes and layers, and finally through a second Polaroid film, pure white light is transformed into the color of the rainbow to light the peacock panel.

Paul M. Fuller, famed Wurlitzer designer and the recipient of endless compliments for the beauty of Wurlitzer Victory Models for 1941, said, "We at Wurlitzer quickly realized that Polaroid illumination, applied to our phonographs, would give them tremendous appeal. I confidently predict that Polaroid light and color will prove the greatest contribution to earning power ever incorporated in any phonograph." ♦

Buckley Distributors Meet Regularly In '41

NEW YORK — Regular monthly meetings will be held by eastern distributors for Buckley Music System, Inc., throughout 1941, according to announcement of DeWitt "Doc" Eaton, the firm's eastern regional director, following a general request from those concerned for such a plan. Sessions will be either at the New York offices, or at offices of the distributors, and basic purpose is the discussion of methods of contributing greater profits to operators with Buckley installations.

Supreme Vending Co., New York, Royal Sales Co., New Jersey, Universal Amusement Co., Philadelphia and eastern Pennsylvania, Bond Sales Co., Boston and New England, and other distributors to be ap-

pointed in Connecticut and New York State from Albany to Buffalo, will sit in at the meetings, Eaton declared, working with data on successful operations during the month and, if necessary, bringing leading music operators along to the sessions.

"Our new Buckley Music System has already won great favor with the trade," Eaton declared, "but we want to go beyond that point. We also want to bring a new service and a new cooperation to every one of the music operators who buy Buckley Music System. We want to have the music operator agree with us on our new slogan—Let's Go Buckley All the Way—and that's why we are arranging this series of monthly meetings." ♦

SHEET MUSIC BEST SELLERS

Ferryboat Serenade (Robbins)
We Three (Mercer-Morris)
Only Forever (Santly-Joy-Select)
Down Argentine Way (Miller)
Trade Winds (Harms)
A Nightingale Sang In Berkeley Square
(Shapiro-Bernstein)
There I Go (BMI)
Blueberry Hill (Chappell)
Maybe (Robbins)
Our Love Affair (Feist)

SONGS MOST PLAYED ON THE AIR

Frenesi (Southern)
There I Go (BMI)
So You're The One (BMI)
A Nightingale Sang In Berkeley Square
(Shapiro-Bernstein)
Practice Makes Perfect (BMI)
I Give You My Word (BMI)
We Three (Mercer-Morris)
Along The Santa Fe Trail (Witmark)
The Same Old Story (BMI)
I Hear A Rhapsody (BMI)

Clear the Tracks

By I. F. WEBB

There'll be smooth sailing for operators in 1941. Things look brighter, ideas are greater than they have ever been. Climb aboard the Coin Machine Express and let Engineer Webb take you through the land of What's-to-Come.

When they hand you your badge of admission and you step past the entrance into the stupendous 1941 Coin Machine Show—be prepared for the thrill of a lifetime!

Get a firm grip on yourself because you're going to be greeted by such a lavishness of color, such an array of new machines, such an opportunity for money making as you never dreamed possible.

Here you will see crowded into four unforgettable days the culmination of months of tireless research. Here will be exhibited equipment entirely unlike anything you've ever known. On this gala occasion manufacturers will let their secrets out of the bag—and they're all for *you*, the operator!

Each year this annual get-together has grown until today it attracts nation-wide publicity. Thousands of operators from all over the world attend. The equipment they see gives them a new understanding of profits and assurance of greater freedom from service worries.

The first trip through convention halls past seemingly endless exhibits will convince operators that inventive genius has not been asleep at the switch during 1940. Things have been happening—important and powerful things that will add punch and drive to the new year ahead.

Proof of the growth of the industry will be seen in greatly enlarged exhibit space. So pressing has been the need for extra booths that an entire new floor will be thrown open. Time saving devices and marvelous machines by the score will be on display. Whatever tonic a route may need will surely be found here.

While progress will be the main keynote of the 1941 convention, operators will notice two other significant factors—standardization and greater attention paid to operating requirements.

Everyone knows that things do not stand still in the coin machine industry. The constant search for improvement is motivated almost entirely by public demand and fancy. Patrons, given equipment with new features, have been educated to expect each machine to be better than the last. That manufacturers have kept this obligation will be obvious at the 1941 convention.

Equipment is no longer built unless it measures up to critical standards of performance. In most cases, it is not released to operators until it has undergone exhaustive tests on actual location. The practice of operating unreliable machines

showing only a slim profit is a thing of the past.

There is no doubt but that most manufacturers now when planning a new machine first ask themselves, "Will it make money for the operator? Will it have a reasonably long life? Will it attract better than average play?"

On the success of the operator naturally depends the success of the manufacturer; therefore, positive assurance is made that these requirements are met.

In the early days of the coin machine industry, location owners were glad to have equipment of any nature. The novelty brought them increased business and gave their establishment an "edge" on competition. The "edge" on competition exists now, however, only by virtue of having the best equipment. It is no longer a question of who has a phonograph or an amusement game but who has the *most interesting*, the *most play compelling* machine.

As for standardization, it is one of the most important, probably the most important, contributions that will be made to operators during 1941.

More and more manufacturers are coming to understand that operators are not interested in "keeping up with the Joneses" but they *are* vitally interested in having their equipment give a longer, and consequently more profitable, operating life.

In the field of automatic phonographs, there is hardly an operator who does not agree that perfection has reached the nth degree. A well known example is the Rock-Ola Luxury Lightup Phonograph which incorporates every known advancement in modern engineering.

Rock-Ola craftsmen have always proceeded with the knowledge that they were building the *best*, and this year they are convinced beyond the shadow of a doubt that no finer, more profitable automatic phonograph can possibly be constructed. Hundreds of operators attest to its beauty, its earning power, and its simplicity. Their unbiased statements have proved to us that we have in Luxury Lightup Phonographs the stabilized solution to greatly increased operating life.

Let's put our shoulders to the wheel. Tomorrow never looked brighter. Surely great things are ahead for us all. Clear the tracks, America! The Coin Machine Industry is forging ahead to new and greater heights. ♦



I. F. Webb

YES SIR

The Dates January

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16

1941

What?

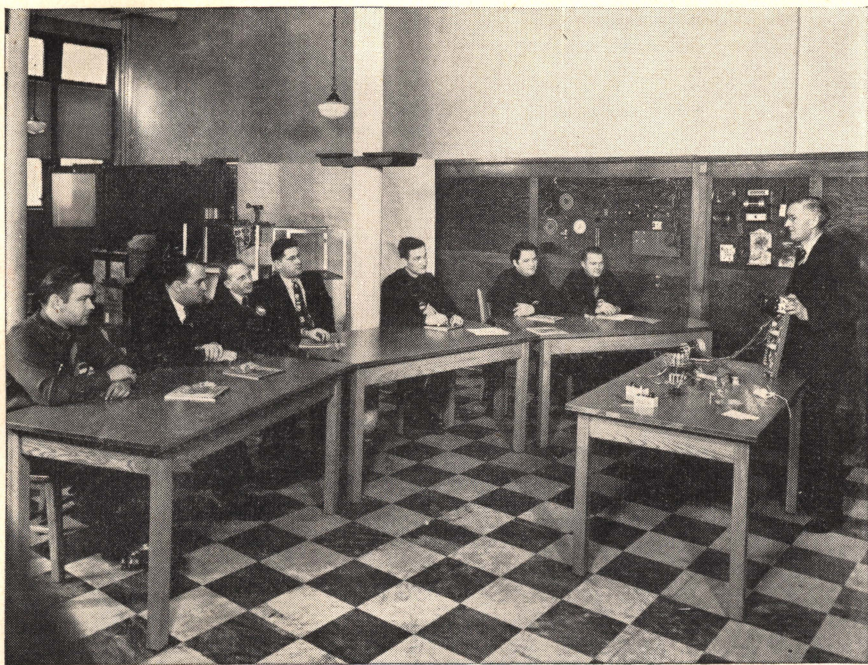
Coin Machine Industries Exposition

Where?

Hotel Sherman CHICAGO



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Recent class at Packard Service and Merchandising School. In attendance were Ray Thomas, L. L. Harvey, Leslie Wentz, Dan Subarsky, Anthony Hornsberger, Lloyd Misplay, Roland Mueller, Harry I. Drollinger was instructor and all the men attending this School were loud in their praises of Packard's inception of the Service and Merchandise School which gave them a new picture of the automatic music industry, better ways of servicing and installing remote control installation. They were also given a general course in the placing of auxiliary speakers and bar and wall boxes.

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ASCAP, Broadcasters Still Apart

NEW YORK—Reports that mediation conferences were being opened between the broadcasting industry and ASCAP are entirely without foundation, according to a recent statement issued by Neville Miller, president, National Association of Broadcasters. Much effort has been made by the former to lead the public to believe broadcasters are going to deprive the radio audience of good music and are refusing to negotiate with ASCAP, yet records show that responsibility for failure to negotiate lies squarely at the door of ASCAP's management, Miller declared.

First NAB effort to come to terms was in February, 1939. Negotiations were rebuffed and then, in March, 1940, without preliminary discussion, they suddenly announced terms of the new contract which doubled radio's annual payment of fees to ASCAP—from \$4,500,000 to \$9,000,000.

Beyond the point of increased cost to radio, the National Association of Broadcasters objects to a number of items as not favorable to the public good. ASCAP has been so widely publicized as the "protector" of creative talent that the real facts of its makeup are not generally realized, Miller declared. Ever since it was organized its membership has been kept to a minimum; 141 of its members are not composers, but publishing corporations. Membership is open only to composers or song-writers who have had five songs published successfully—and then only if the directors accept them.

Each new member signs away all performing rights to past, present and future work for a period of ten years. During a probationary period—usually one year—as a Non-Participating Member, the new composer gets no share of royalties the music earns; what is received after that depends entirely on payment decided by

the board of directors who elect each other, as a monopoly within a monopoly, and who cannot be replaced or ousted by dissatisfied members, Miller pointed out.

During the only year for which payments to members have ever been disclosed, songwriter members of the board averaged nearly eight times as much for each performance as they voted to the rest of the songwriter members of ASCAP. This group still boasts that it is "unincorporated" and "non-profit-making." As for the first, Miller explained, it means financial statements need not be published, and bookkeeping methods are a "closed book." As for the other, sworn testimony of ASCAP's president during a 1938 lawsuit revealed that one-third of the income went to management.

Of the net income, after expense and operating cost, about half went not to creative talent but to a group of 137 publishers, and 8 to 10 got the lion's share. The remaining third of total income went to ASCAP's "protected" creative artists—with 97 percent of this share going to about 2280 members selected by the self-perpetuating board of directors, and 3 percent to about 825 members. Briefly, then, 137 publishers got 33 cents out of each dollar and 825 creative artists got 1 cent. That, Miller declared, is what ASCAP calls "protection."

Radio wants to pay for music used on the air—but not for music not used. Radio prefers to open the way to tens of thousands of young creative artists, rather than aid a selfish clique. In the meantime, while the battle continues, the public will not be deprived of good music.

Wife: "What's the idea of poking the broom in the baby's face this morning?"

Hubby: "I just wanted to get him used to kissing his grandfather."

Balensiefer Becomes W.B. Novelty Partner

ST. LOUIS (RC)—A surprise announcement for which scores of St. Louis operators of phonographs have been waiting for was finally made on December 30th, when Martin Balensiefer, popular association executive announced that he had been made a partner with William "Bill" Betz in the management of W. B. Novelty Company here. With Betz, Balensiefer will henceforth devote his merchandising talents to the sale of Seeburg phonographs.

W. B. Novelty Company, located at 1903 Washington Avenue, is a comparatively new distributorship in the Missouri metropolis, but one which has earned recognition as an important cog in phonograph operation over the city. The new partnership is all the more surprising in view of the fact that no hint of the connection was given out prior to New Year's Eve, even when Balensiefer was host to fellow operators and allied tradesmen at a Christmas party which seemed the logical time to make the announcement.

Since 1937, Balensiefer has been an outstanding figure in the success of the Associated Phonograph Owners of St. Louis Association, of which he has been in turn president, secretary, and executive manager. He is well known to every operator in the city, and has a long record of successful distribution and operation. W. B. will celebrate the new partnership with a welcome-party for operators shortly after the Chicago Coin Machine Show.

Jimmy Dorsey Gets Most Dough

NEW YORK—Following negotiations with Jack Kapp, Decca Record president, Jimmy Dorsey last month tore up his recording contract with that firm to sign a new one, to run three years, which makes him the highest-paid bandsman on Decca's list of leaders. While the new figure is not known, it was revealed that the sum would be twice his former remuneration.

New contract calls for 48 sides a year, 36 of them to be popular numbers on which he will get a fat royalty, and 12 to be anything he feels like turning out. Latter will be made at a lower rate and are likely to include jump and original numbers and some old standards.

Columbia Records invited Dorsey to visit them at expiration of his Decca contract to turn out a series of 50-centers but he decided to stay with Decca. Guy Lombardo, Bob Crosby, Woody Herman, Casa Loma, and Andy Kirk are other bands under the Decca banner all topped by Dorsey.

Robbins Showing Double Value Phono

BROOKLYN, N. Y.—Playing two standard-size records for a nickel, holding 16 records and permitting the player to choose his duo, Double Value Phono, product of D. Robbins & Co., will be displayed at the Coin Machine Show at the Sherman Hotel with Dave Robbins on hand to demonstrate it and explain to operators how they may secure a steady income with a route of the machines.

Robbins declares the equipment will win a permanent place in any location and will prove profitable in view of a low purchase cost and a lower-than-usual location percentage. Equipment is said to have been tested in a number of New York locations for as long a time as seven months.

IT TAKES QUALITY AND PLAY-APPEAL
TO GET AND HOLD MUSIC LOCATIONS—

Packard Has Both!

VISIT PACKARD'S
BOOTHS 214, 215, 216

JANUARY 1941
COIN MACHINE SHOW
SHERMAN HOTEL, CHICAGO
13 14 15 16
SEE OUR DISPLAY



● The Packard Pla-Mor selective remote control system starts more nickels moving your way because: You can dress up every location with quality music equipment that adds swank and luxury to every spot. You offer play-appeal so far superior that you have to try it to know how much profits increase.

The "Pla-Mor" is uniquely new—something operators have needed—something they have wanted. This selective remote control system eliminates costly obsolescence problems which confront music men. It brings them music equipment that requires

less service—that offers the newest in eye-appeal and play-appeal, increases earnings in bigger proportion to investment. Packard is the answer to getting and keeping locations—it is the *money-producer* operators are going for all over the country. Get complete information without delay. Write, wire or call your Packard distributor, or contact us direct.

PACKARD
(PLA-MOR)
SELECTIVE REMOTE CONTROL



Cotton Club, Indianapolis, Indiana, showing 10 of 23 Pla-Mor remote controls which are installed on bar and walls.



PLA-MOR PROMOTES PLAYING OF MORE MUSIC

● The Packard Pla-Mor control arouses curiosity—gets attention instantly. It appeals to the impulse of keeping hands busy—drawing pictures—playing with silverware or a glass. The red knobs of the Pla-Mor give hands something to do and ease of choosing any one of 24 selections from either side is a natural action.

The Pla-Mor is easy to see—titles are easy to read and find. Selections chosen are spotted in white, others in red. Entire program is on revolving drum selector. This quality, precision-made

control is universal in application for bar, booth or table—can be used with any adaptor—and when installed it is as permanent as the wiring in your home.

PACKARD SPEAKERS PLEASE THE EAR — Packard speakers are DeLuxe in every sense of the word—quality of material and construction bring appearance and tonal range that pleases the eye and ear, keep customers playing and repeating records. Modern, indirect lighting enhances speaker beauty—dresses up every location. Complete line of models for easy and economic installation on wall or floor.

THE PACKARD LINE IS COMPLETE

... including Pla-Mor selective remote controls for wall, table, or bar ... beautiful auxiliary wall or console speakers ... handsomely finished steel cabinets for phonograph mechanisms ... and a complete range of adaptors for most all makes and models.

Also, Packard maintains at its factory a complete service and merchandising school for operators and their service men. Write, wire or contact us for complete information.

Homer E. Capehart's

PACKARD

SELECTIVE REMOTE CONTROL SYSTEM

PACKARD MANUFACTURING CORPORATION . . . INDIANAPOLIS, INDIANA

HOMER E. CAPEHART, *President*

Capehart, Ponser Show Pla-Mor

NEW YORK—Arriving almost simultaneously from Chicago and Indianapolis, respectively, George Ponser and Homer E. Capehart joined forces in the first official showing to local music operators of the new Packard Mfg. Corp.'s Pla-Mor Remote Control Music System. Display of the Pla-Mor was held at the George Ponser Co. offices, with Jack Mitnick, Rudy Greenbaum, district manager for Capehart, Capehart himself, and Ponser explaining the system to visiting operators who subsequently attended a dinner party at Mother Leone's on 48th Street, and continued their celebration at the Hotel New Yorker.

The following morning Capehart and his entire retinue moved to the Ponser offices at 11 East Runyon Street, Newark, N. J., where Irv Morris, local manager, met the Packard head for the first time and introduced him to many of the leading New Jersey music operators. First Pla-Mor installations in New Jersey were sold to Joe Jernick of Newark and Joe Backsay of Fords.

Before leaving for LaGuardia Airport that evening to plane out for Indianapolis, Capehart stated, "I have complete confidence in our Pla-Mor remote control music system. I also am sure that the music operators will find Pla-Mor the successful and profitable means to finer music operation. Our worries at this time are to increase production occasioned by the difficulty in obtaining raw materials."

Ponser amended, "Homer Capehart has given the music operator the answer to profits. Really, in 1941, more and more operators are going to find their way to Packard's Pla-Mor bar and wall boxes and are going to agree that the direct 26 wire music system is the greatest in the country. There is no more doubt of the profits from direct wire boxes. Music operators are now considering complete installations far ahead of anything they have ever done so far. This big idea in music is something tangible, logical, and proven. The showing we have just held wherein many music operators saw the Pla-Mor satin chrome boxes in action definitely swung the tide over. This swing is bound to continue. It is the answer to all music problems." ♦

Ellington Named 'Most Consistent'

CHICAGO—*Down Beat*, trade paper for orchestras and swing addicts, and one not without authority, has stuck out its chin in making nominations for honors in the field of phonograph recordings for the year 1940. While phonograph operators may—and perhaps will—disagree on some or many scores, this is still a free country, and *Down Beat's* nominations are:

Most consistently excellent band: Duke Ellington, on Victor.

Best exploitation and promotion: RCA-Victor.

Best merchandising and packaging: Decca.

Best experiments in hot jazz: Columbia, for their reissues; Decca for its albums of Chicago, New Orleans and Kansas City styles plus Tatum, Freeman, Boogie-Woogie and similar hot collections.

Biggest bringdown: Eli Oberstein's Varsity-Royale labels.

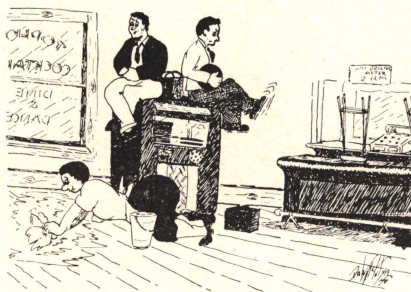
Best Reviewers' Service: Victor, first; Decca, second.

Most important technical advances in recording: RCA-Victor. ♦



It's full steam ahead for busy workmen on this sizable addition to the Rock-Ola Mfg. Corp. plant in Chicago. Company officials declare they have a tremendous surprise in store for operators in 1941 and, according to reports, will need special equipment and greatly increased floor space to handle production plans. Jack Nelson, vice-president in charge of sales, states: "Erection of this new building clearly illustrates the faith we at Rock-Ola have in the future of the coin machine industry. Where others have retrenched, we have pushed ahead to indisputable leadership. 1941 will be OUR year!"

Quadruple Play



"You don't have to keep it warm, boys, I'll be through in a minute!"

* * *

"It's no use, Joe—she won't dance with you. She's stone-deaf and she has a one-track mind."

* * *

"Say, sister, can't you even keep in time with 'Tiger Rag'?"

* * *

"Well, it's better than goin' home, ain't it?"

McIntyre to Giannotti to Mape to Blackford—that's the quadruple play (and nothing like it in baseball) behind this cartoon. We—the COIN MACHINE REVIEW—thought of all sorts of gags to go with it, as you can see from the partial list underneath the picture. And you can take your choice,

or fill in your own along the margin, if you don't like any of them.

Or you might even prefer the original. Dave McIntyre is a phonograph mechanic. On one of his service calls, with an assistant, he found a scrubwoman at work on the floor. But scrubwoman or no, she was boss at the moment. "You sit on the phonograph an' keep off the floor till he's dry," she said, and showed a hefty arm to prove she meant it. So Dave and his chum sat there, muttering under their respective breaths, until presently the whole situation struck them as being pretty funny. Try it yourself sometime if you don't think it is. The scrubwoman couldn't see anything funny about it and got such a glint in her eye that Dave decided he'd better take out his humor in something less dangerous, whereupon he whipped out a pad and immortalized himself, his pal, and the scrubwoman, in art. Then he gave it to his boss, Al Giannotti of the Peninsula Music Co. of Menlo Park, Calif., who gave it to Vance Mape, of the San Francisco firm of E. T. Mape Music Co., Seeburg distributors, who sent it on to the COIN MACHINE REVIEW.

So that's the story of the quadruple play. And you can *still* write your own gag-line in the margin if you want to! ♦

Old Station Agent: "I've told you five times that it arrives at 4:44."

Little Eddie: "I know it, but I like to see your whiskers wobble when you say '4:44'."

-RECORDS-

KEY TO RATING

- 5★ **EXTRA GOOD.** Recommended for use on any phono. Don't pass it up.
4★ **VERY GOOD.** Universal appeal. Good entertainment for any type of spot.
3★ **GOOD.** Returns, in many cases, will vary according to type of location and patronage. Not unusual.

- 2★ **FAIR.** Just passable entertainment.
1★ **WEAK SISTER.** Not strong enough to pay its own freight. Skip it.

ABBREVIATIONS

FT—Foxtrot; W—Waltz; FT VC—Foxtrot with vocal chorus; V—Vocal; N—Novelty; OT—Old Time; R—Race; HB—Hillbilly.

BLUEBIRD

- 3★ 10981 Barney Bigard
CHARLIE THE CHULO (FT)
A LULL AT DAWN (FT)
3★ 10980 Billy Murray
THE GUY AT THE END OF THE BAR
THE BEARD IN THE GILDED FRAME
2★ 10979 Erskine Hawkins
NONA (FT)
I KNOW A SECRET (FT VC)
3★ 10977 Curly Hicks
HARVEST TIME (POLKA)
AMERICAN POLKA (POLKA)
4★ 10976 Vaughn Monroe
THE LAST TIME I SAW PARIS (FT VC)
HIGH ON A WINDY HILL (FT VC)
4★ 10975 Charlie Barnet
SCRUB ME, MAMA, WITH A BOOGIE BEAT
(FT VC)
I CAN'T REMEMBER TO FORGET (FT VC)
2★ 10974 Teddy Powell
I CAN'T RUB YOU OUT OF MY EYES (FT VC)
IT'S SAD, BUT TRUE (FT VC)
3★ 10973 Benny Goodman
FAREWELL BLUES (FT)
MARGIE (FT)
3★ 10972 Bob Chester
TILL THE LIGHTS OF LONDON SHINE
AGAIN (FT VC)
CHILLY AND COLD (FT VC)
4★ 10971 Abe Lyman
HOW DID HE LOOK (FT VC)
YOU'RE IN THE ARMY NOW (FT VC)

- 4★ 10970 Glenn Miller
ALONG THE SANTA FE TRAIL (FT VC)
YES, MY DARLING DAUGHTER (FT VC)
3★ 10969 Paul Whiteman
CHRISTMAS NIGHT IN HARLEM (FT VC)
FARE-THEE-WELL TO HARLEM (FT VC)
4★ 10968 Dick Todd
THREE AT A TABLE FOR TWO (V)
LOVE OF MY LIFE (V)
2★ 10967 "Fats" Waller
ABERCROMBIE HAD A ZOMBIE (FT VC)
TAIN'T NOBODY'S BIZ-NESS (FT VC)
3★ 10966 Vaughn Monroe
CABIN IN THE SKY (FT VC)
YOU DANCED WITH DYNAMITE (FT VC)
3★ 10965 Shep Fields
WHAT'LL I DO IF I MARRY A SOLDIER
(FT V)
A FADED PHOTOGRAPH (W V)
3★ 10964 Bob Chester
I'M IN A LOVABLE MOOD TONIGHT (FT V)
FLINGING A WHING-DING (FT)
3★ 10963 Tony Pastor
YOU'RE THE ONE (FT V)
THE WORLD WITHOUT YOU (FT V)
3★ 10962 Benny Carter
THE VERY THOUGHT OF YOU (FT V)
ALL OF ME (FT)
2★ 10961 Larry Clinton
I WANT TO ROCK (FT)
JUMP JOE (FT)
3★ 10960 Mitchell Ayres
WALKIN' BY THE RIVER (FT V)
I LOOK AT YOU (FT V)
2★ 10959 Glenn Miller
SOMEWHERE (FT V)
FRESH AS A DAISY (FT V)

- 4★ 35862 Teddy Wilson
I CRIED FOR YOU (FT VC)
MY MELANCHOLY BABY (FT VC)
3★ 35859 Eddy Duchin
JEANIE WITH THE LIGHT BROWN HAIR
(FT VC)
DID ANYONE CALL (FT VC)
3★ 35858 Orrin Tucker
STRAWBERRY LANE (FT VC)
I COULD KISS YOU FOR THAT (FT VC)
3★ 35857 Xavier Cugat
A MILLION DREAMS AGO (Beguine V)
TWO DREAMS MET (Beguine V)
2★ 35852 Fred Astaire
I AIN'T HEP TO THAT STEP (V)
POOR MISTER CHISHOLM (V)
3★ 35851 The Charioteers
MY HEART'S ON ICE (V)
GOODNIGHT MOTHER (V)
2★ 35850 Ray Noble
FAR AWAY (FT)
SIOUX SUE (FT)
4★ 35849 Will Bradley
YOU'RE LUCKY TO ME (FT)
THE LONESOME ROAD (FT)

DECCA

- 3★ 3905 Texas Jim Lewis
SOUTH (V)
LOVE HAS BEEN THE RUIN OF MANY A
YOUNG MAN (V)
2★ 3561 Milt Herth Trio
HUCKLEBERRY DUCK (FT)
WORRIED MIND (FT VC)
4★ 3560 Johnny Long
JOHNNY PEDDLER (FT VC)
YES, MY DARLING DAUGHTER (FT VC)
4★ 3559 Dick Robertson
SAN ANTONIO ROSE (FT VC)
I USE TO LOVE YOU (FT VC)
3★ 3558 Dick Robertson
OH! HOW I HATE TO GET UP IN THE
MORNING (FT VC)
OH! THEY'RE MAKIN' ME ALL OVER IN
THE ARMY (FT VC)
3★ 3557 Carol Bruce
A NIGHTINGALE SANG IN BERKELEY
SQUARE (FT VC)
WISH ME LUCK (FT VC)
3★ 3556 Guy Lombardo
WHO AM I (FT VC)
MOONLIGHT AND TEARS (FT VC)
3★ 5902 Jimmie Davis
ON THE SUNNY SIDE OF THE ROCKIES
(V)
SWEETHEARTS OR STRANGERS (V)
3★ 3553 Andrews Sisters
SCRUB ME MAMA WITH A BOOGIE BEAT
(V)
JOHNNY PEDDLER (V)
5★ 3546 The Jesters
IT'S A GREAT DAY FOR THE IRISH (FT VC)
WHO THREW THE OVERALLS IN MRS.
MURPHY'S CHOWDER (FT VC)
2★ 3545 Mills Brothers and Benny Carter
BY THE WATERMELON VINE, LINDY LOU
(V)
I'VE BEEN IN LOVE BEFORE (FT VC)
3★ 3544 Woody Herman
I SHOULD HAVE KNOWN YOU YEARS AGO
(FT VC)
THE STARS REMAIN (FT VC)
3★ 3488 Bob Crosby
DRY BONES (FT VC)
COW COW BLUES (FT)
(Turn to Page 64)

COLUMBIA

- 3★ 35868 Eddy Howard
MEAN TO ME (V)
OR HAVE I (V)
3★ 35867 Eddy Duchin
IT ALL COMES BACK TO ME NOW (FT VC)
THE OLD JALOP (FT VC)
4★ 35866 Orrin Tucker
THE YOGI WHO LOST HIS WILL POWER
(FT VC)
THE MOON AND I (FT VC)
2★ 35864 Raymond Scott
ALL AROUND THE CHRISTMAS TREE (FT VC)
HAPPY BIRTHDAY TO YOU (FT VC)
4★ 35863 Benny Goodman
FRENESI (FT)
HARD TO GET (FT)

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COIN
MACHINE
REVIEW

Immediate RECORD SERVICE

Within a few hours of you is an Authorized RCA-Victor Distributor who understands the specialized needs of Phonograph Operators and is equipped to give you immediate record service.

BOSTON, MASS.

Eastern Company
620 Memorial Dr., Cambridge

NEWARK, N. J.

Krich-Radisco, Inc.
422 Elizabeth Avenue

NEW YORK, N. Y.

Bruno-New York, Incorporated
460 West 34th Street

PHILADELPHIA, PA.

Raymond Rosen & Company
32nd and Walnut Streets

WASHINGTON, D. C.

Southern Wholesalers, Inc.
1519 "L" St., N.W.
202 S. Pulaski St., Baltimore, Md.

It Pays to Use
VICTOR and
BLUEBIRD
RECORDS



Get in
the Money
with Music's Big
Money-
makers

LEO J. MEYBERG CO.

VICTOR



RECORDS

LEADING THE "PARADE"

VICTOR

- 27207—There I Go
Kennedy Baker
26795—Nightingale Sang in Berkeley
Square
Sammy Kaye
26542—Frenesi
Artie Shaw
BLUEBIRD
26718—Ferryboat Serenade
Leo Reisman
10865—We Three
Bob Chester
10920—Down Argentine Way
Dinah Shores

LOS ANGELES . . . 2027 South Figueroa
SAN FRANCISCO . . . 70 Tenth Street



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COIN
MACHINE
REVIEW

Come See Us at the Show!

From the opening, Monday, January 13th right on through the 16th, members of the RCA Victor staff will be happy to welcome you in the Governor's Suite at the Hotel Sherman. Sample pressings of the latest Victor and Bluebird releases will be on hand. Your orders will be taken on the spot—forwarded by air mail to the distributors in any operator's territory. We'll be expecting your visit!



More than ever—it pays to use

VICTOR and BLUEBIRD RECORDS

VICTOR DIVISION

RCA Manufacturing Co., Inc., Camden, N. J. • A Service of the Radio Corporation of America
In Canada, RCA Victor Co., Ltd., Montreal



The Symbol Of Perfect Record Entertainment!

You'll find the biggest and best names in the entertainment world on Columbia and Okeh Records. See any one of the following distributors TODAY for the topnotch tunes of the day.

BUFFALO, N. Y.

W. BERGMAN CO.
Oak & Eagle Sts.

CHARLESTON, W. VA.

CHARLESTON ELEC. SUPPLY CO.
914 Kanawha St.

RICHMOND, VA.

BENJAMIN T. CRUMP CO.
1310 E. Franklin St.

ST. LOUIS, MISSOURI

LAYER DISTRIBUTING CORP.
814 Walnut St.

OMAHA, NEBRASKA

MAJOR APPLIANCE CO.
2558 Farnam St.

PHILADELPHIA, PA.

MOTOR PARTS CO.
17th St. & Indiana Ave.

DETROIT, MICH.

PHILCO DISTRIBUTORS, INC.
Detroit Div.—1627 W. Fort St.

PROVIDENCE, R. I.

PHILCO DISTRIBUTORS
17 Lyman St.

ALBANY, N. Y.

ROSKIN BROTHERS, INC.
1078 Broadway

CHARLOTTE, N. C.

SOUTHERN BEARINGS & PARTS CO
315 No. College St.

NEW ORLEANS, LA.

SOUTHERN MUSIC SALES CO., INC.
327 Baronne St.

CLEVELAND, OHIO

STRONG, CARLISLE & HAMMOND
COMPANY
1392 W. Third St.

LOS ANGELES, CALIF.

RAY THOMAS CO.
1601 S. Hope St.

MEMPHIS, TENN.

WOODSON & BOZEMAN INC.
482 Union Ave.

- 4★ 3477 Bing Crosby
WHEN I LOST YOU (V)
WHEN YOU'RE A LONG LONG WAY FROM
HOME (V)
- 3★ 5901 Texas Jim Lewis
WORRIED MIND (V HB)
NEW SAN ANTONIO ROSE (V HB)
- 2★ 5900 Ernest Tubbs
I AIN'T GONNA LOVE YOU ANYMORE
(V HB)
MY BABY AND MY WIFE (V HB)
- 3★ 5899 Jimmy Wakley
ROCKY MOUNTAIN LULLABY
THE DAY YOU WENT AWAY
- 3★ 3490 Ella Fitzgerald
CABIN IN THE SKY (FT VC)
TAKING A CHANCE ON LOVE (FT VC)

OKEH

- 2★ 5940 Johnny Hodges
YOUR LOVE HAS FADED (FT)
MOON ROMANCE (FT)
- 3★ 5938 Buddy Clark
THE STARS REMAIN (V)
A FELLOW AND A GIRL (V)
- 3★ 5937 Les Brown
LET'S BE BUDDIES (FT VC)
THREE AT A TABLE FOR TWO (FT VC)
- 3★ 5936 Frankie Masters
NOT SO LONG AGO (FT VC)
MY GAL (FT VC)
- 3★ 5935 Gene Krupa
ISN'T THAT JUST LIKE LOVE (FT VC)
YOU ARE THE ONE (FT VC)
- 2★ 5927 Ranny Weeks
DANCING IN THE DARK (FT VC)
WAY DOWN (FT)
- 4★ 5926 Six Hits And A Miss
RAMONA (V)
THE KARLSTAD BALL (V)
- 3★ 5925 Al Donahue
MY DISPOSITION (FT VC)
OHIO BREAKAWAY (FT)
- 3★ 5924 Tiny Hill
ALL THE WORLD WILL BE JEALOUS OF ME
(FT VC)
THE GUY AT THE END OF THE BAR (W VC)
- 3★ 5922 Count Basie
MY WANDERIN' MAN (FT VC)
FIVE O'CLOCK WHISTLE (FT VC)
- 4★ 5921 Gene Krupa
FEELIN' FANCY (FT)
WASHINGTON AND LEE SWING (FT)

VICTOR

- 3★ 27251 Eduardo Chavez
EL JARRITO (Conga) (V)
A LO LEJOS (Conga) (V)
- 4★ 27250 Kenny Baker
YOU WALK BY (V)
CHAPEL IN THE VALLEY (V)
- 4★ 27249 Tommy Dorsey
SWING TIME IN HARLEM (FT VC)
SWING HIGH (FT)
- 3★ 27248 Wayne King
TELL ME (FT)
A LAZY LACK-A-DAISY MELODY (FT)

- 3★ 27247 Duke Ellington
I NEVER FELT THIS WAY BEFORE (FT VC)
ALL TOO SOON (FT)
- 2★ 27240 Sidney Bechet
SAVE IT, PRETTY MAMA (FT)
STOMP JONES (FT)
- 3★ 27239 Sammy Kaye
YOU AND YOUR KISS (FT VC)
TAKING A CHANCE ON LOVE (FT VC)
- 3★ 27238 Jimmy Yancey
YANCEY'S BUGLE CALL (FT)
35TH AND DEARBORN (FT)
- 2★ 27237 Leo Reisman
YOUR DREAM (FT VC)
REMIND ME (FT VC)
- 5★ 27236 Bea Wain
NO LOVE BLUES (V)
HOW DID HE LOOK (V)
- 4★ 27235 Duke Ellington
CHLOE (FT)
ACROSS THE TRACK BLUES (FT)
- 3★ 27234 Ray Kinney
KE KA UPU (FT V)
ANALANI (FT V)
- 5★ 27233 Tommy Dorsey
STAR DUST (FT V)
SWANEE RIVER (FT)
- 3★ 27232 Sammy Kaye
HIGH ON A WINDY HILL (FT V)
ISO BELLA (FT V)
- 3★ 27231 Bea Wain
MAKE IT ANOTHER OLD FASHIONED,
PLEASE (V)
LET'S BE BUDDIES (V)
- 4★ 27230 Artie Shaw
STAR DUST (FT)
TEMPTATION (FT)
- 4★ 27229 Wayne King
EVENING STAR (W)
SERENADE (W)

Buckley Names New Distributors

CHICAGO—J. E. Cobb, Kentucky Springless Scale Co. of Louisville, Ky., and Frank Steil, Dixie Amusement Co., Chattanooga, Tenn., have been appointed new distributors in their respective territories for Buckley Music System, Inc., according to recent announcement.

In taking on these distributorships both men made installation at once near their own headquarters in order to show operators the workings of the unit and to demonstrate income possibilities, and both are reported to be most enthusiastic about their establishment with an up-to-date music system for the coming year's business. ♦

Woman (in crowded car, to her friend):
"I wish that good-looking man would give me his seat."
Five men got up.

4000 Play

Pfanstiehl Needle

COIN MACHINE

No Break-In Period . . . No Break Point . . . Needle Must Never Be Turned . . . Round Point, Truer Tone.

Pfanstiehl Chemical Company
Metal Division
105 Lake View Ave. Waukegan, Illinois

WILLIAM CORCORAN

Pacific Coast Salesmanager for

BUCKLEY MUSIC SYSTEMS

**Announces a Complete Service
for Western Music Operators**

SALES — INSTALLATION — FINANCE

8 Conveniently Located

AUTHORIZED BUCKLEY DISTRIBUTORS

SAN FRANCISCO

William Corcoran
927 Larkin Street

Metro Music Co., Sam Kingston
280 Golden Gate Ave.

OAKLAND

Baer Music Co., Mel Baer
850 E. 14th Street

FRESNO

Joe H. Baker
154 No. 1st Street

LOS ANGELES

General Music Co., Bud Parr
2277 West Pico Blvd.

Charles A. Robinson
1911 West Pico Blvd.

SACRAMENTO

D. B. Scotto
1921 16th Street

PORTLAND

Aubrey V. Stemler
807 S. W. 16th Avenue

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COIN
MACHINE
REVIEW

IMPORTANT! Now On Display at All Distributors!
The New 1941 BUCKLEY WALL & COUNTER BOXES

Non-Breakable, Die Cast Construction — Beautiful Plastic Illumination

16 - 24 - 32 RECORDS — IMMEDIATE DELIVERY!

ALSO—See Buckley's New 1941 Accessories—for All Makes & Models



Among the merry-makers at the St. Louis Phonograph Operators Annual Meet were the seven prominents. Standing, left to right are: Jack Beckman, Roy Hass, John La Ban and Martin Balensiefer. Seated are Frank Gianino, Carl Trippe holding a copy of *THE REVIEW*, and William Illig.

St. Louis Musicmen Have Christmas Party

ST. LOUIS, (RC)—December 18 marked an early windup of the year's activities for the Associated Phonograph Owners of St. Louis, as they met in the showrooms of Martin Balensiefer for a holiday party and the last business meeting of the year.

A turnout of 42 members and allied tradesmen, largest for the year, was on hand for the December meeting, which featured a social evening with refreshments and buffet supper, election of new officers for 1941, and attendance prizes. Prior to the meetnig, Martin Balensiefer, past executive secretary of the association, had announced that the December close was his chance to fete fellow operators and distributors of St. Louis and the surrounding suburbs, and the party given by this popular St. Louis operator-distributor was one of the highlights of the year.

Attendance prizes were a new portable phonograph presented by Joe Turner, Decca record head for St. Louis; a record box carrying case furnished by Clarence Layer, Layer Distributing Co.; a personal radio (which was much in demand!) from Dale Neiswander, Interstate Electrical Co.; a case of GE phonograph lamps from Bill Lehman of Shapleigh Hardware Co.; a set of radio tubes from Orville Kettler, Walter Ashe Radio Co.; a quart of bonded "refreshment" from Mrs. Balensiefer; and six subscriptions to *COIN MACHINE REVIEW* from Paul Blackford, Los Angeles. These prizes helped to send some of the boys out from the party in a happy mood.

The meeting opened with an introduction of guests, including Ralph Denton, Cuba, Missouri, and Dewey Godfrey, legal counselor for the association. This was followed by a discussion of union rules governing out-of-the-city operation, and a general rising vote of thanks to Martin Balensiefer for his work in making possible the meeting.

On an industry-rating basis, the following nine directors were named for the coming year, from among whom the group will choose president, secretary, executive secretary and treasurer: Martin Balensiefer, Roy Haas, John LaBan, Carl Trippe, Lou Mor-

ris, William Illig, Frank Gianino, Jack Beckman and Clay Stewart, representing both operators and distributors.

At the meeting it was announced that Noel Read, popular service man for Martin Balensiefer, will open a new route in Willow Springs, Missouri, in January. Read has been one of the most active servicemen supporters of the association, and has absorbed sufficient knowledge of the problems of music merchandising to enter the field as an operator. He was given a rousing sendoff at the meeting.

Buffet supper, drinks, beer, and salads were served in Balensiefer's shop after the meeting. ♦

Steffens Added to Permo Products Staff

CHICAGO—E. C. "Gene" Steffens, for the past two-and-one-half years president of the International Association of Automatic Electric Phonograph Owners, has been added to the executive staff of Permo Products Corp., manufacturing metallurgists and makes of Permo Point Phonograph Needles, according to the announcement of Arthur J. Olsen, head of the concern.

Steffens brings to Permo a vast knowledge of operating conditions in the phonograph field through an operating experience equalled by few, if any, persons in the industry, and this background, together with a recognition of ways and means of meeting the problems of the automatic music business has been deemed a great asset to Permo's policy of greater service to phonograph operators. As head of the Phonograph Owners group, Steffens assisted in the establishment of numerous local operating groups.

Steffens will be on hand in Permo's suite, 712-14, at the Sherman Hotel during the coming Show. ♦

Irate Co-Ed (walking against the sun): "Hey! Why are you following me all the time? Didn't you ever see anyone like me before?"

Freshman: "Yeah, but I had to pay a quarter, before." ♦

Top Spots Go For Wurlitzer Colonial

NORTH TONAWANDA, N. Y.—First class hotels, restaurants, night clubs, private clubs and smart cocktail lounges have long been recognized by Music Merchants as among the most desirable locations. But many owners and proprietors of such spots have stood aloof from automatic phonographs—not because they did not recognize the many advantages of automatic phonograph music, but because they felt that the appearance of automatic phonographs was too commercial—did not fit in with their decoration scheme and surroundings.

Music Merchants also recognized a further advantage of having their phonographs in locations of the better sort. With all the unfair agitation against automatic phonographs, they felt that it would lend dignity to their business, if they had more phonographs in more places of distinction and conservative character.

The Rudolph Wurlitzer Company recognized this desire on the part of Music Merchants and decided to take action. The answer is the Wurlitzer Colonial Model—an automatic phonograph conservative in design which has already won widespread acceptance from hard-to-get locations in all parts of the country.

Introduced last November, the Colonial Model has been enthusiastically received by Music Merchants everywhere. It has enabled them to open up locations they couldn't touch before—places continually patronized by free-spending crowds. In addition to locations of the top bracket type, they have also found that many of their regular locations preferred a more conservative machine. Actually the market for Wurlitzer Colonial Models has become much broader than was originally anticipated.

According to "Mike" Hammergren, Wurlitzer General Sales Manager—"With the Wurlitzer Colonial, the Super DeLuxe Victory Model 850, the Victory Standard Model and two different Counter Models, Music Merchants are in a position to meet every need, regardless of the type of location or individual desires of the location owner." ♦

Packard School Draws Crowds

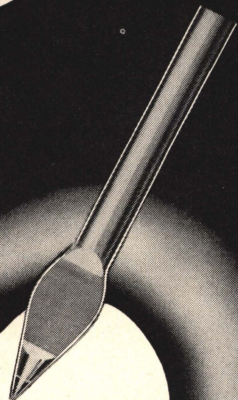
INDIANAPOLIS, IND.—Schools of service and merchandising conducted every Monday, Tuesday and Wednesday at the plant of Packard Mfg. Co. have been drawing crowds from all parts of the country.

For example, the school of December 16 was attended by: Charles Hermann, Playmore Distributing Co. of Indiana, Indianapolis; Walter Strehlow, Kemo Novelty Co., Milwaukee; Ralph Bates, Lorch Music Co., New Albany, Ind.; Jerry Jaroy, Automatic Music Co., Kansas City, Mo.; Buster Ayo, R. & A. Distributing Co., Houston; Frank Yeary and Hobert McClennen, Yeary Bros., Coeburn, Va.; and Stewart Tongret, Playmore Distributing Co. of Indiana.

Tongret, manager of the Indianapolis firm, liked the school so well that he came back for a third time to spend an additional day. He declares it has been the greatest possible help to him in selling Pla-More Remote Control installations.

With Harry I. Drollinger, general service manager, and Arnold Vaillancourt, assistant service manager, in charge, each week's class has been very representative. All distributors, operators and servicemen are welcome to attend. ♦

Special Offer!



ONLY GENUINE
PERMO POINT
NEEDLES SERVE
YOU BEST

LET PERMO PRODUCTS
CONTRIBUTE PART OF
YOUR EXPENSES TO
THE SHOW

If you attend, or a consolation if you have to miss it, by providing a substantial savings in your needle costs on purchases from January 13th to January 31, 1941.

In appreciation of your past patronage and to stimulate greater profits for you in 1941, we are making a

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THE HEART BEAT OF YOUR PHONOGRAPH

NATIONAL COIN MACHINE SHOW

SPECIAL OFFER on Permo Point Needles

Present the coupon to any Decca Distributing Branch, R. C. A. Victor Record Distributor, or Columbia Record Distributor. You will receive one Standard Permo Point Needle FREE with each ten purchased between above dates.

**GOOD ONLY FROM
JANUARY 13 to 31, 1941**

Record Company Branch or Distributor

FIRM.....

ADDRESS.....

CITY.....STATE.....

ENTER MY ORDER FOR PERMO POINT NEEDLE

(Prices: 1-10—35c each. 11-99—32c each.
100 or more 30c each.)

(Quantity).....Needles at (Price—see above).....

I am to receive.....needles free (1 for each 10 ordered)

Operating name.....

BY.....

ADDRESS.....

CITY.....

STATE.....

No. of Phonographs Operated.....

★

*Your Phonograph is no better
than the Needle you use on it.*

**ONLY GENUINE PERMO POINT NEEDLES
SERVE YOU BEST.**



JUST A HANDFUL! We mean the games, of course. They're Daval's two new counter games—both of which are rapidly becoming America's most talked-about sensations, according to A. S. Douglass of Daval. The girls? O, yes—the blonde is Jerry Mitchell and the brunette is Jeanne Brown. Both together they form America's outstanding modelling team.

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Pictorially Speaking



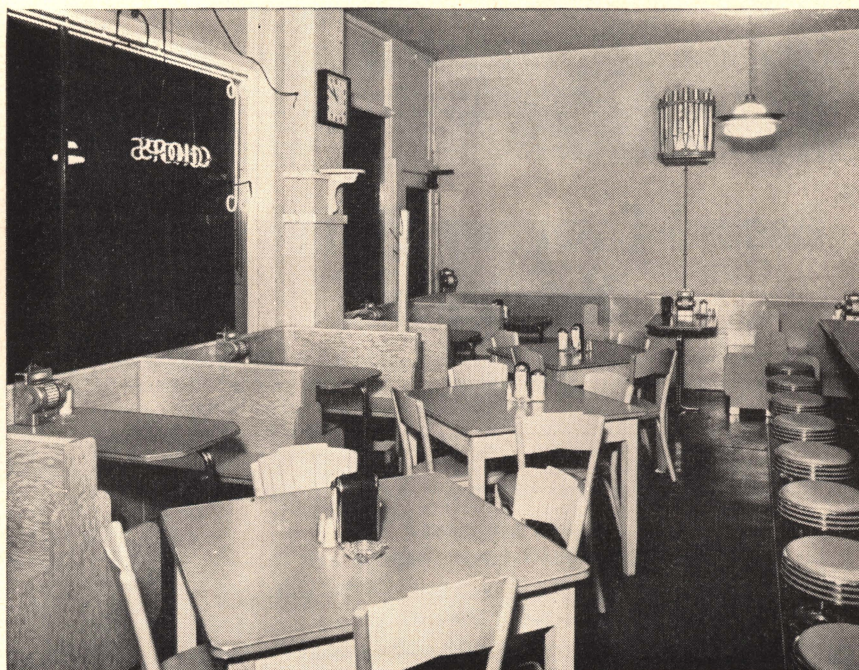
Still drawing plaudits from west coast musicians, the recently announced Wurlitzer Colonial model is here demonstrated by Mike Sessler (center) to an admiring group who wanted to be sure that "The Colonial's tone is as beautiful as its cabinet."



Jimmy Roosevelt, Adrienne Ames, movie star, and Fred Mills. Miss Ames was another of the stars who was much intrigued and interested in the Soundies.



Another customer for Stoner's Univendor . . . and that's the way it goes, on thousands of industrial locations and offices throughout the country, where Univendor has been installed. The above photo shows the Junior Univendor model with the multiple price vending feature—the vending of merchandise ranging in price from 5c to 20c.



The above photo shows an installation of Packard Pla-Mor boxes at Coffee Dan's in Indianapolis. Entirely decorated in Pine the spot chose the Pla-Mor system because of its quality and play-appeal which ideally suits a high class location of this type.

TEXAS

Covered By

JOHN G. WRIGHT

Thirty-three Houston music operators won a clear-cut victory December 12 when an Austin District Court, by special instructed verdict, cleared them of all charges of conspiracy to violate Texas Anti-Trust laws.

Last spring the State's Attorney General's office filed charges against four officers of a Houston electrical workers' union and named the 33 operators as co-defendants. The suit was filed and an injunction against the defendants seemed in the same court that rendered the favorable decision December 12.

It had been charged by the State that an alleged conspiracy existed between union and music operators to coerce and illegally picket locations, restrict sales of phonographs, fix sale prices of phonographs, set scale of commission for locations, and several other points.

Ray W. Scruggs, well known Houston attorney and former Judge, was attorney for the operators. The remarkably efficient manner in which Scruggs presented the case no doubt had much to do toward winning it in the most positive manner, by an instructed verdict. Also, one particular point he made was especially significant, that "When a phonograph goes on location the operator and location owner automatically become partners in a business venture."

Not often does a man become one third owner of a dandy business and one half owner of a fine girl all in one week as Sam Ayo did. Judy Carroll is the name of the young lady who weighed 8 lbs. 10 ounces when she was born December 21.

The R. A. Distributing Co. which bids fair to become one of the major distributing firms in Texas, opened its doors December 23 with a Christmas party and an informal opening. The official opening celebration will be held after the show in Chicago.

Jack Renfro, Sam E. Ayo and E. M. Crowe are co-owners of the new concern. Crowe will be manager and Buster Ayo, younger brother of Sam is service manager. They will handle the complete line of Packard Mfg. Corp. products, and other operators' supplies to be announced later.

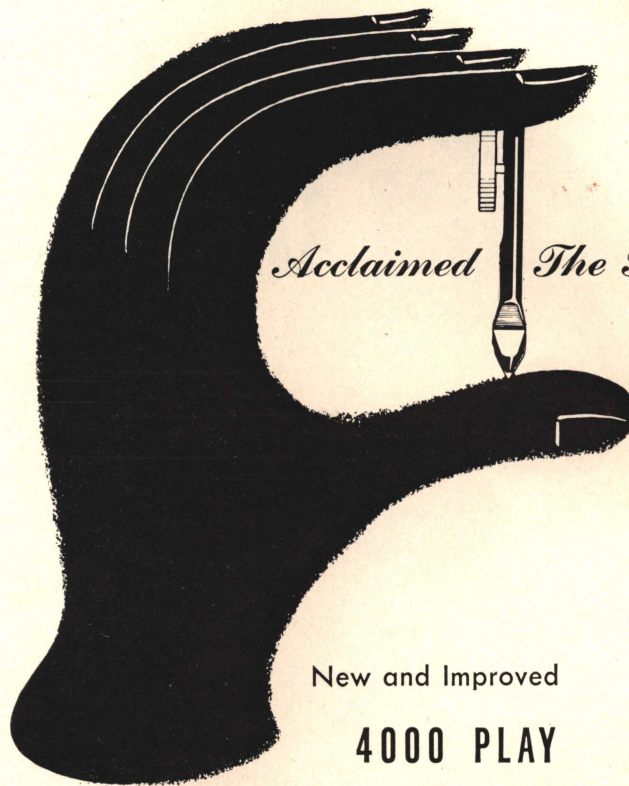
All four of the officials are native South Texans and have been well and favorably known among Texas operators for years. Renfro and Ayo formerly operated the R. & A. Music Co. Crowe and Buster Ayo have been connected with sales work, mostly phonograph records, since 1934.

On the night of December 12 a safe of Henry Cruse, of the firm of Cruse & Peacock of Houston, was robbed of \$300. It was the second time within a month that the safe had been looted, \$500 having been taken the first time. The \$300 was partly covered by insurance but the \$500 was a total loss.

Southwestern Music Corp., with headquarters in Dallas, recently appointed A. B. Garza manager of the Houston Branch. F. V. Redden, former Houston branch manager was moved to Dallas.

During the recent floods of Brazos, Trinity, and Colorado rivers, operating equipment in many South Texas towns was heavily damaged. Only a few complete losses were reported.

OPERATORS' MONTHLY OPPORTUNITY: Construction has started on another big Texas Army cantonment, the



New and Improved

4000 PLAY

PFANSTIEHL

COIN MACHINE NEEDLE

No Break-In Period Needle Must Never Be Turned.

No Break Point. Round Point For Truer Tone

PFANSTIEHL CHEMICAL COMPANY Metal Division 105 Lake View Ave. WAUKEGAN, ILLINOIS

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\$5,000,000 project near Abeline. 10,000 men will soon be employed at the task of converting the 2300 acres of rolling pasture land into an army camp for 40,000 officers and men.

Abeline, located in Central Texas, now has a population of 30,000 and has three denominational colleges. The construction program is expected to more than double the population.

Modern Vending In New Quarters

NEW YORK—What many term the finest and most complete quarters in the country were occupied by Modern Vending Co., January 10, following removal from the long-occupied building at 656 Broadway. The new home, located in the center of the eastern automatic music industry, is at 455 West 45th Street, at Tenth Avenue.

Faster, more accurate and more efficient service were given as basic reasons for the move of the firm, and the new quarters are said to be entirely in keeping with this thought. A large stock of records of every make and type is available here, with a number of comfortable private rooms provided in which operators may listen to them. Provision has been made for a more

effective display of Seeburg automatic music equipment and Seeburg Telephone Music, which reportedly has made tremendous strides during the past year in this region. Unique factor in this operation is a control switch which permits normal phonograph use during slow hours, and telephone music during peak hours for tripled income.

A major boom in this type of equipment is foreseen by Modern executives for 1941, and they believe practically every music location will be remote-control-equipped during that period.

A cocktail party marked the opening of the finer, larger new quarters, where visitors saw evidence of the firm's new slogan, "Everything for Every Operator," at work.

The firm has reserved several suites at the Hotel Sherman in Chicago for the forthcoming convention.

Veteran Musicman Dies

CHICAGO — Services for Walter F. Oomens, a pioneer automatic phonograph operator here, were held December 30 in the chapel of St. Priscilla Catholic church. Mr. Oomens, who lived at 3243 North Rutherford Avenue, died December 25 at the age of 60 in St. Anne's hospital. His widow, Adriana, and seven children survive.

WE'RE PROUD OF OUR NATION-WIDE DISTRI- BUTION ORGANIZATION



FOR their faithful service throughout 1940, ROCK-OLA Distributors deserve sincere tribute. They have upheld the character and stability of a great name until today ROCK-OLA stands out as the uncontested leader in the field of Automatic Music. But brilliant with achievement though the past has been, the future stands out brighter still. Friendly ROCK-OLA Distributors look forward to it with keen anticipation. Their resolution for the New Year is a promise to the Operators of America —a promise of continued Cooperation, Service and Good-Will.

ROCK-OLA

Leads Again!

ABILENE, Texas

Jack W. Yeager
1021 N. 18th St.
(Phone 7990)

ALBANY, New York

Square Amusements of Albany
707-709 Broadway
(Tel. 5-4791)

ATLANTA, Georgia

Edgar I. Woodfin
64 Central Ave.
(Tel. Main 4601)

BALTIMORE, Maryland

The Hub Enterprises
406-408 West Franklin Street
(Tel. Vernon 8111)

BILOXI, Mississippi

United Novelty Company
504 West Howard Avenue
(Tel. 101-102)

BIRMINGHAM, Alabama

Birmingham Vending Company
2117 Third Avenue, North
(Tel. 3-5183)

BOSTON, Massachusetts

Eastern Distributors Company
874 Commonwealth Avenue

BUFFALO, New York

Rex Amusement Company
1443 Main Street
(Tel. Garfield 7780)

BUTTE, Montana

H. B. Brinck
825 East Front Street
(Tel. 6726)

CHARLESTON, West Virginia

R. M. Bender Distributing Co.
709 Ruffner Ave.
(Tel. 34-949)

CHICAGO, Illinois

National Coin Machine Exchange
1411 Diversey Parkway
(Tel. Buck. 6466)

CLEVELAND, Ohio

Art Nagel
2923 Prospect Avenue
(Prospect 4551-2)

ROCK-OLA

DALLAS, Texas

Geo. Prock & Company
2812 Main Street
(Tel. 7-6898)

DAVENPORT, Iowa

H. Curtiss Abbott
2510 Harrison Street
(Tel. 37454)

DENVER, Colorado

Denver Distributing Company
1856 Arapahoe Street
(Tel. Cherry 4800)

DES MOINES, Iowa

Gibson Distributing Co.
911 Locust St.
(Phone: 4-0727)

DETROIT, Michigan

Sauve Music Company
3002 Grand River Avenue
(Temple 2-5788)

FLINT, Michigan

George J. Miller
322 Delia Street
(Tel. 2-3477)

GALION, Ohio

W. C. Deaton
437 Harding Way, West
(Galion 1999)

HOUSTON, Texas

Stelle and Horton
1513 Louisiana Street
(Tel. Fairfax 4096)

INDIANAPOLIS, Indiana

Frank Wixel
456 Massachusetts Avenue
(Tel. Lincoln 0932)

JOPLIN, Missouri

Bruton's Automatic Supply
1619 Main Street
(Tel. Joplin 617)

KALAMAZOO, Michigan

King Pin Games Company
826 Mills Street
(Tel. 4014)

KANSAS CITY, Missouri

United Amusement Co.
3410 Main Street
(Tel. Valentine 5825)

KNOXVILLE, Tennessee

Carl E. Palmer
945 Midway Ave.
(Tel. 2-5949)

LITTLE ROCK, Arkansas

Standard Automatic Music Co.
1200 W. 7th Street
(Tel. 40584-7924-22469)

LOS ANGELES, California

Jean J. Minthorne
2920 W. Pico Boulevard
(Tel. Parkway 1179)

LOUISVILLE, Kentucky

Carl A. Hooper
547-549-551 S. 2nd
(Tel. Wabash 4063—Belmont 2409)

MEMPHIS, Tennessee

S. & M. Sales Co., Inc.
1074 Union Avenue
(Tel. 2-1700)

MILWAUKEE, Wisconsin

Badger Novelty Company
2546 North 30th Street
(Tel. Kilbourn 3030)

MONTREAL, Quebec, Canada

Mortimer Sales Company
1269 Amherst Street
(Tel. Amherst 1400)

NASHVILLE, Tennessee

H. G. Payne Company
314 Broadway
(Tel. 6-4545)

NEW ORLEANS, Louisiana

Louisiana Amusement Company
822 Carondelet Street
(Raymond 1770)

NEW YORK, New York

Joseph Fishman
642 Tenth Avenue
(Tel. Circle 7-6420-1)

OAKLAND, California

Northern Distributing Co.
128 E. 14th Street
(Tel. Twin Oaks 3634—3579)

ORLANDO, Florida

Warren Fitch
710 W. Harvard Avenue
(Tel. 2-1026)

PHILADELPHIA, Pennsylvania

Keystone Vending Company
1423-25 Spring Garden Street
(Tels. Stevenson 1450—Race 2279)

PHOENIX, Arizona

Bennett's Music Company
516 West Washington Street
(Tel. 3-2456)

PITTSBURGH, Pennsylvania

B. D. Lazar Company
1635 Fifth Avenue
(Tel. Grant 7818)

PORTLAND, Oregon

Coast Amusement Company
827 S. W. 13th Street
(Tel. Broadway 1517)

RENO, Nevada

P-W Amusement Co.
254 Lake Street

RICHMOND, Virginia

Wertz Sales Co.
811 W. Broad St.
Phone: 5-3377

ROCKLAND, Maine

Maine Automatic Service
Company
44 Park Street
(Tel. 655)

SAGINAW, Michigan

Edward Heinz
835 East Genesee Avenue
(Tel. 2-7532—3-1159)

ST. LOUIS, Missouri

Ideal Novelty Company
1518 Market Street
(Tel. Garfield 0072)

ST. PAUL, Minnesota

La Beau Novelty Sales Co.
1946 University Avenue
(Tel. Nestor 2826)

SALT LAKE CITY, Utah

J. H. Rutter
73 S. 4th Street East
(Tel. Wasatch 2382)

SAN ANTONIO, Texas

United Amusement Company
310 South Alamo Street
(Cathedral 1431)

SAN DIEGO, California

A. J. Fox Company
235 West F Street
(Tel. Franklin 6497)

SAN FRANCISCO, California

Rex Vending Company
725 Larkin Street
Ordway 3348

SEATTLE, Washington

Northwest Sales, Inc.
3144 Elliott Avenue
(Tel. Garfield 0460)

SIOUX FALLS, South Dakota

Gordon Stout
1106 W. 10th Street
(5220LJ)

SPOKANE, Washington

Standard Sales Company
1219 W. First Avenue
(Tel. Maine 4904)

SYRACUSE, New York

Rex Amusement Company
710 South Salina Street
(Tel. 2-3692)

TORONTO, Ontario, Canada

Baldwin International, Ltd.
620 King Street, West
(Tel. Adelaide 3295-6)

WATERBURY, Connecticut

Waterbury Amusement Machine Co.
749 Bunker Hill Avenue
Phone: Waterbury 3-6454

WICHITA, Kansas

Orville White Distributing Co.
621 West Douglas

ROCK-OLA MANUFACTURING CORP.
800 NO. KEDZIE AVENUE . . . CHICAGO, ILLINOIS

Late News From the Music War Front

FROM HERE AND THERE—In Hollywood, while ASCAP fretted, Broadcast Music, Inc., passed another significant milestone by pushing its way past the portals of two major film studios, successfully invading a domain heretofore completely dominated by ASCAP firms. BMI has placed two songs with RKO for use in "Hang Out the Moon," due for early 1941 release, and made a deal with Columbia for a series of ten musical shorts featuring BMI songs. Another BMI tune, "Star of Love," has been slated for use in a Monogram picture, "Her First Romance."

In Tacoma, Wash., broadcasters got a Christmas gift in their fight against ASCAP in the refusal of a U. S. district court to

grant an injunction against a state law with an opinion that ASCAP constitutes an illegal combination in restraint of trade. This rebuff was the second in this area suffered by ASCAP, a federal court at one time refusing to hear the case, whereupon ASCAP appealed to the Supreme Court of the United States which ordered the case heard on its merits.

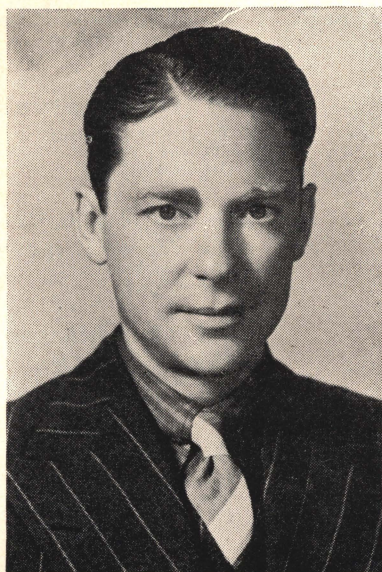
In New York, Columbia Recording Corp. revealed that it has completed arrangements with Lang-Worth Feature Programs, Inc., to record the transcription company's entire 1941 library of non-ASCAP music. Columbia recently recorded 400 Lang-Worth selections with top artists represented. There are 1701 non-ASCAP tunes making up the balance of the basic Lang-Worth library which is divided into two units, one wholly tax-free, the other licensed by BMI. On a 12-month service con-

tract with cancellation privileges, radio stations will thus be able to build local commercial programs around either tax-free or BMI music.

In Pasadena, on New Year's Day, bands along the route of the famous Tournament of Roses Parade route and in the Rose Bowl for the Stanford-Nebraska year-opening football game, played whatever music they pleased—until they came within range of the radio broadcasting booth. Then they either fell silent or made sure it was either BMI or public domain music. But just to be on the safe side, releasing broadcasting company soundproofed the booth, picked up no music whatever.

In Hollywood, again, some different facts came out concerning a story phrased "No ASCAP—No Bing," as Bing Crosby inked a new contract with J. Walter Thompson advertising agency which produces Bing's *Kraft Music Hall*. It seems now that when J. W. T. offered Bing his new contract the singer saw an eyebrow raiser in the form of a clause permitting the agency to cancel out in case war in Europe or U. S. curtailed the market for Kraft products. Bing didn't argue. He just inserted a provision of his own to the effect that he could cancel out any time the available supply of music failed to meet his requirements. The "No ASCAP—No Bing" story appeared at that time. J. W. T. dropped the "war clause" and Bing dropped his "ASCAP clause"—and ushered in the new year by singing "The Old Gray Mare." ♦

JEAN MINTHORNE



CONGRATULATES
FRANK NAVARRO

On His Purchase of TWO MORE

ROCK-OLA

WIRED MUSIC COMBINATION
PHONOGRAPH UNITS OF TEN EACH
FOR BEVERLY HILLS

IN THE WEST

FOR MUSIC

AT ITS BEST

SEE

JEAN J. MINTHORNE

EXCLUSIVE ROCK-OLA DISTRIBUTOR

2920 West Pico Blvd.

Los Angeles, Calif.

PArkway 1179

Illumitone Speaker Offered by Tri-Way

BROOKLYN, N. Y. — Supplementing their "Ultratone" chromium chandelier ceiling speaker, Tri-Way Products Co., Inc., has now made available a new speaker, the "Illumitone," which likewise suspends from the ceiling and uses any 12 or 15-inch unit from an old phonograph, but comes in gold, silver and pastel colors to reflect the complete illumination it contains.

The unit is said to feature perfect sound resonance, using a heavier metal, and giving a consistent uniform 360-degree sound coverage. Device is 31 inches in diameter and 14 inches high, as in the "Ultratone" speaker. ♦

General In New Baltimore Spot

BALTIMORE—Burned out of their old home at 2320 North Monroe Street the General Vending Service Company has opened at 306 North Gay Street in the downtown section where they claim they are "ready to do business in the same old fashioned and satisfying manner."

General sent out a rather clever announcement of their new address. The job was offset in one color and in the upper left hand corner was an actual photo of the fire which caused their removal while in the lower right hand corner was a photo of the front of their new and imposing building. ♦

He (passing the candy): "Sweets to the sweet."

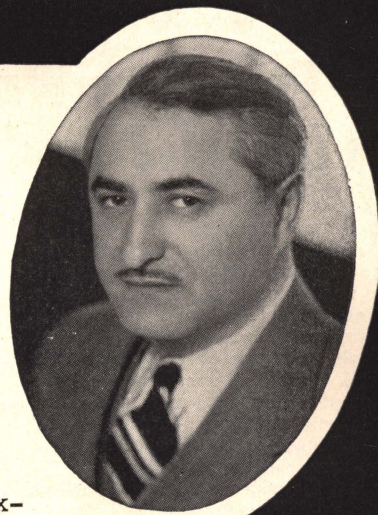
She: "Thank you. And won't you have some nuts?"

"Waiter, there's a needle in my soup."

"Typographical error, sir. It should be noodle."

VISIT THE NEW *Gottlieb* PLANT!

MY PERSONAL INVITATION
TO OPERATORS, JOBBERS
AND DISTRIBUTORS



Your patronage has made it possible for us to build the newest and most modern coin machine factory in the world! Let me extend to you my warmest personal thanks!

In turn, I feel that our games and co-operation have helped you, too, to a large measure of prosperity and happiness!

Accept this personal invitation from me -- come out and see our new plant! You'll find the latch-strings hanging out for you -- the "Welcome" sign on the mat, and a friendly handclasp waiting for you as you enter. Stop in without fail and exchange greetings with us in our new "home" while you're in town!

Sincerely,

Dave Gottlieb

NEWEST, MOST MODERN COIN MACHINE FACTORY IN THE WORLD

The new Gottlieb factory is the last word in streamlined industrial efficiency. Equipped with every innovation in machinery, facilities and methods that modern engineering can devise, it is geared to standards of precision and efficiency hitherto undreamed of. In this

new home, we pledge you to maintain our position of leadership in the industry, to continue highest manufacturing quality, to carry on our spirit of progressiveness and cooperation . . . so that Gottlieb games will always be your best bet for success.

D. GOTTLIEB & CO.

OUR NEW ADDRESS:

1140-1150 N. KOSTNER AVE.,

CHICAGO, ILL.

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MOVIES

Film Producers Warned to Keep Coin-Operated Product Clean

"Unless the slotfilm industry now mushrooming throughout America immediately rids its ranks of the shoestring promoters seeking quick profits through the production of lewd pictures, it is doomed to sudden and complete extermination," declared a recent issue of *Daily Variety*, motion picture trade paper published in Hollywood. Assertion was based on "the conviction of the better element among the automatic projector manufacturers and soundie producers, through a careful and extensive survey of the situation."

Declaring that the majority of Southern California's 40 "soundie exhibits"—owners of the spots where units are already in

operation—support the objection to immoral or even suggestive subjects, *Variety* points out that an uncontrolled production program not only would endanger this phase of the business, but the richer, more securely entrenched "cousin," the 35mm. films.

Investigation disclosed that Parent-Teacher organizations in Los Angeles and in nearby Glendale were already discussing ways and means of obtaining for this type of film some sort of censorship, with the probability that the councils of the two cities would be asked to provide necessary legislation. Fear that this might get out of hand and involve even the cinema itself was seen by major studios.

Origin of this move, it was learned, came when two women shoppers lunched at a Hollywood Boulevard cafe and saw projected from a machine there the clean and tuneful Bolton-Shea production, "La Golondrina." Delighted, the women decided to invest a dime of their own, and got objectionable material. Before they could get out, in disgust, another customer's dime had started a second suggestive film. Protesting to the management, their hue and cry in the Parent-Teacher Association in which they were leaders precipitated the immediate censorship move.

In answer, *Variety* records: "That leaders in the slotfilm field are fully awake to the perils that wait ahead unless questionable 16mm. product is quickly eliminated is demonstrated by the fact that J. Frank Shea, partner with Floyd Bolton in Bolton-Shea, Inc., first of the soundie producer-distributor outfits, has started a movement to organize into an association along the lines of the Hays setup all legitimate makers of slotfilms. His plan is to inaugurate a purity code that will duplicate that long since put into force by the Hays group."

In addition to driving from the ranks those sharpshooters who would sacrifice the business' normal growth for a quick clean-up via the lewd product route, the better element now striving to nurse it through the ailments of infancy must immediately inject into the 16mm. subjects the same high-quality entertainment and production values that have built 35mm. pictures into a billion-dollar enterprise, the Hollywood trade paper declares. To accomplish this aim three things are necessary:

"1. Creation by the producers of organizations of specially-trained artists and technicians, for the making of the hit slotfilm requires a technique that is far different from that used in turning out its wider-ribboned cousin, the 35mm. film.

"2. Fixing of budgets at approximately \$2,000 per two and one-half and three-minute subject, instead of the \$500 to \$900 now being expended.

"3. Development of a scenario formula that will so cram each subject with interest-holding material that patrons will want to project it three, four and five times to make certain they have not overlooked anything worth while."

Typical of the comments by leaders in the field—Cecil B. DeMille of Hollywood Talkietone, and Henry Henigson in charge of production for Roosevelt's Globe Productions which supplies films for Mills' Panoram, among them—Floyd Bolton analyzed the situation thus:

"Every subject made must be aimed at mixed audience, whether it is to be projected in a cocktail bar, a railway station, a drug store, or anywhere else that crowds gather. The smut film doesn't stand a chance, and the quicker the industry clamps a ban on it, the better off every investor in the new medium will be.

"Automatic projectors now in operation get a heavy play from couples who, upon leaving a picture house, drop into a cafe for a drink before going home. But when they shoot a dime to start the machine, they want to see something that is not only entertaining, but something that has production class on a level with that afforded by the feature film they have just seen in a theatre. The majority of the 64 films already made for this exhibition are a mere hodge-podge, insofar as actual entertainment is concerned, and they are completely lacking in quality mounting.

"The type of product that will win out eventually is the subject that has a name band, a name singer, a dancer and a clever comic, the work of the whole group carefully blended by a script that has been given all the thought and care in preparation that is given to a major studio feature," Bolton declared.

Proof of his assertions was based on a cross-country trip with a projector and film to check public reaction. Even in the liquor-dispensaries, he found, interest was in the subjects interspersing good music and comedy rather than in those that leaned toward vulgarity.

Not concerning itself with the coin machine side of the picture, the film daily foresaw sharing in the coming boom in 16mm. production, in addition to the artists, scores of writers, directors and general technicians, including camera and sound recording crews. Allied industries, such as RCA, ERPI and the film processing laboratories were also expected to benefit.

Daily Variety's anxiety is based on a desire for permanency of the business. Apparently it is well-founded. Certainly suggestions offered are timely. ♦

Top Band Trio Signed for Soundies

CHICAGO — Vincent Lopez, currently heard over WOR; Will Bradley and his orchestra, and Ray Kinney, now playing in New York's Hotel Lexington's Hawaiian Room, have been signed to make a series of three-minute Soundies for use in Panoram machines, according to announcement of James Roosevelt and Fred Mills, of the Soundies Distributing Co.

Films will be produced by Leonard and Hyland at the New York Fox Movietone Studios. Vocalist Ann Barrett will be featured in the Lopez short, the Aloha Maids in the Kinney soundie, and Roy McKinley, drummer, in the one made by the Bradley aggregation. ♦

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MACHINE
REVIEW

FEELIN'
RUNS HIGH
And so do Profits
WITH
VIEW-A-SCOPE



Shows Life-Like—True Vue Films in Third Dimension. See Paris, Sally Rand or the Passion Play. 1c & 5c play.

Made by the maker of the famous King of Vendors, "SILVER KING"

See your jobber, or write

AUTOMATIC GAMES

2422 Fullerton Ave.

Chicago, Ill.

Rudy Vallee Joins Vis-o-graph Corp.

HOLLYWOOD — Rudy Vallee, one of America's best known showmen, has announced his active association with the coin-operated motion picture industry as president of the Vis-o-graph Corporation of America.

Vallee, who is credited with having discovered more stars of radio, screen and stage than almost any other personality in America, including the amazing Charlie McCarthy, made the announcement at a party housewarming in his new offices in the Vis-o-graph Building at 7000 Santa Monica Boulevard in Hollywood.

Indicating the extent to which he will personally take part in the affairs of the new concern, which plans to place at least 220,000 machines throughout the United States during 1941, Vallee said:

"I have long wanted to interest myself in film production and this seems to be the opportunity. Every film will be made subject to my approval. While directors and others will be given an opportunity to use their own initiative, still I am going to work closely with all concerned in the hope that what I possess as instinctive showmanship, will be combined with what I have learned in twelve years of facing audiences in every phase of the entertainment world, toward the final production of subjects that will delight those who may be persuaded to insert a coin to be entertained."

Vallee said he accepted the presidency of Vis-o-graph because he believes its engineers have developed one of the best machines in the field. His organization, he pointed out, includes a staff of more than 50 experts in the field of film production and distribution. Thousands of dollars will be spent shortly for advertising budgets in trade publications. Thirty-two distribution offices are being opened throughout the United States to handle the problem of getting the film in the hands of exhibitors in the same efficient manner characterizing distribution of the finest Hollywood films.

Vis-o-Graph machines, which boast a 20 by 26 inch screen, largest in the field and made of plastic material that give them the finest picture, are already being distributed to such far-away places as Guam, Wake and Midway Islands. There, navy and army men, preparing Uncle Sam's Pacific defenses, with no other means of entertainment available, will use them for recreation. Special arrangements have been made with Pan-American Air Lines to supply them with fresh film via Clipper.

Although Vis-o-graph production is in its infancy, films already have been made featuring such performers as Vallee, Gertrude Niessen and the Shadrack Boys, a sensational team of Negro entertainers sponsored by Vallee and brought by him from the east.

Vallee brings to the industry more than 12 years of experience in the fields of radio, stage, screen and night spots. He has popularized scores of songs such as "The Maine Stein Song," "Vieni, Vieni," "Vagabond Lover," and "Harbor Lights." He is credited with having discovered or helped to fame such stars as Alice Faye, Edgar Bergen and Charlie McCarthy, Bob Burns, Dorothy Lamour, Frances Langford and Joe Penner. He was also the first to present Hayes, Fanny Brice, Katherine Hepburn to the air such stars as Eddie Cantor, Burns and Allen, Grace Moore, Helen and Robert Montgomery.

Among Vallee's Vis-o-graph associates are Attorney Vincent Marco and the firm of

Announcing

The active association of Rudy Vallee with Vis-o-graph,
as its President

RUDY VALLEE VIS-O-GRAPH

The thoroughbred of sound on film machines,
with Bell & Howell equipment throughout.

Cabinets of rare hardwoods for your selection
Heavy duty machines that will stand the gaff
Top entertainment by famous artists of both radio
and screen
Machines and films now in production
National film distribution

No Film Deposit — Reasonable Quotas —
Exclusive Territory Awarded Responsible Operators

JOIN THE COIN PARADE!

Align Yourself With Men Who Know Production Value.

See Vis-o-graph at the Chicago Show, or
write for booklet and full information.

VIS-O-GRAPH CORPORATION OF AMERICA
7000 Santa Monica Boulevard Hollywood, California

Zagon & Aarons, legal representatives of Vallee and of scores of other celebrities and of prominent motion picture executives. ♦

McGuire Productions Announce Program

HOLLYWOOD — Following permanent location in a larger and more modern studio at 1418 North Commonwealth, Neil McGuire, pioneer producer of coin machine brevities, and his associate, Will Friedman, have announced an immediate shooting schedule for a new series of short films to be made in color.

While others were still discussing the future of the new medium, McGuire made 30 subjects, independently, and his films are now showing in more than 40 Phonofilm machines along the Pacific Coast. Joseph Ferrari, head of Metermovies, Inc. secured McGuire's product exclusively for three notable Coast gatherings—those in Seattle and San Francisco, where his "The Magic Bottle," featuring Betty Rowland of burlesque fame, won first prize as the most novel brevity shown, and the Western States Coin Machine Convention at the Biltmore Hotel, November 18, 19 and 20.

Sardi's, in Hollywood, the Alexandria Bar, and the colorful Airport Cafe in Los Angeles are among the dozens of other spots now using McGuire's releases. At the former, movie-rendezvous, one subject, "The Sailboat of Dreams," has been showing continuously for the more than five months the machine has been installed there.

A former studio art director, McGuire first started making his own pictures in

1927. His reputation was enhanced by a series of musical shorts featuring such famous names as Carrie Jacobs Bond and Jesse Crawford, and a little more than a year ago he returned to Hollywood from Detroit and New York where he directed a number of pictures for the Jam Handy organization, commercial film producers, among them films for Chevrolet and General Motors.

McGuire's films are first shot full-size to insure maximum photographic values, then reduced to 16mm. His two most recent productions are "Song of India," featuring Donna Massin and Alphose DeCruz, and "An Arabian Oance Fantasy," starring Daphne Wood, English musical comedy actress. ♦

Winn Announces New Kind of Music

LONG BEACH, Calif.—"Tone quality—sweet, pitch—high, design—perfect, excellent for home use," was the clever announcement by John Winn, western distributor for O. D. Jennings' Magic Music, of a new addition to the Winn family.

A small round circle, folded double, in pink and blue, and looking a good deal like a replica of a phonograph record, the inner fold also bore this data: "Recorded —2 a.m., Dec. 6, 1940, at Community Hospital. Title: Joanna Brook Winn. Volume—6 lbs., 11 ounces. Sponsors—Mr. and Mrs. John Winn. Come in for a hearing." ♦

• • •

"Is Jinks careless with his money?"
"Is he? I've known him to buy bread when he didn't have a drop of gasoline in the tank!"

CARL TRIPPE — Price Plus Guaranteed Satisfaction

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GUNS AND BOWLING ALLEYS

READY TO OPERATE

Bally Bull's Eye Gun (With Base).....\$62.50
Bally Alley (1940 Model)..... 19.50
Evans Ten Strike (150 Dial)..... 59.50
Chicken Sam (Without Base)..... 49.50

Keeney Anti Aircraft Gun
(Black Cabinet).....\$89.50
Seeburg Jailbird Gun (Without Base) 69.50
Baker Sky Pilot..... 89.50

Terms: One Third Deposit. Balance C. O. D.

IDEAL NOVELTY CO. 1518 MARKET ST.
ST. LOUIS, MO.

SAINT LOUIS

Covered By
ROBERT LATIMER

ST. LOUIS (RC)—It was the gayest holiday month in the remembrance of most operators in this city as December rolled to a close—with many distributors and operators together chalking up record income months. Outstanding point of the Christmas season, the general consensus brought out, was the heavy music play registered everywhere in the city, totaling to as much as 200% over Christmas in most locations. This in turn was traceable to mild weather and the fact that thousands of merry-makers got an early start on the Yule with tavern evenings.

Exchange of gifts between operators and distributors was markedly increased—almost every member of the two leading St. Louis associations coming up with something in the way of a novelty of useful proportions for his fellow coin machine men. Several gave away handsome cigarette cases, one ingeniously-minded operator presenting every fellow phonograph operator with a picture of themselves—candidly snapped when the subject wasn't looking. Otherwise pencils, boxes of candy, small flashlights, key cases, brush and comb sets and other novelties led the field.

In the music merchandising bracket of the coin machine fraternity, the outstanding event was of course the December meeting and holiday party presented to the Associated Phonograph Owners of St. Louis by Martin Balensiefer, who incidentally has created quite a stir among operators by persistently refusing to disclose what new phonograph line he intends to handle for 1941. The largest turnout of the year was on hand at this meeting, which also included the election of officers for the coming year, and an evening of refreshments and general social activity. The meeting was also highlighted by the presence of manufacturers and suppliers hitherto excluded from such meetings.

On the social end, 27 operators of phonographs held open house over Christmas, and there were parties too numerous to mention held in various offices, including Ideal Novelty Co., W. B. Novelty Co., McCall Novelty Co., and A. M. I. Distributing Co. A group of operators from East St. Louis, Illinois, headed by the membership of the East St. Louis Phonograph Association gave a dinner dance at the Chase Hotel on New Year's Eve.

Fred Pollnow is exhibiting a sour visage over the death of his fine hunting dog, purchased only a month ago and strenuously trained for quail hunting in the field. While on his first trip, the dog, an excellent setter, flushed a covey of quail, and disappeared while Pollnow and his friends pumped their shotguns into the flight. When the dog returned finally with a group of the birds, he was found bleeding badly, and a trip to a

veterinary revealed that someone had inadvertently shot the setter, who died a few hours later. Pollnow, whose hunting is only secondary to operation of the largest string of machines in Missouri, was inconsolable for days.

Dewey Godfrey, legal counselor for all St. Louis associated coin machine operators, was slightly ill during December, but recovered in time to welcome friends on Christmas Day. Godfrey is one of the "biggest" lawyers in St. Louis—tilting the scales at over 225 pounds, and well over six feet tall.

A somewhat unusual Christmas present was that given by Mike O'Gilly, energetic manager of Peerless Vending Machine Co., who has spent each Saturday and Sunday for many months out north of St. Louis shooting rabbits. All those who show a taste for the cottontails received a Christmas rabbit from Mike, who is noted for the number he has given out to fellow coin men in the past year.

Elmer Schewe, operator covering North St. Louis, has opened a new phonograph record distributorship at his Natural Bridge Avenue office, and plans to feature both new and used records for fellow operators.

Otis Grief, president and owner of the O. K. Novelty Co., will complete his new home in suburban St. Louis shortly, and has already made invitations for a housewarming to follow.

Most tired operator in the music field without a doubt was Randy White, well-known op., who runs a somewhat unusual sideline—a full fledged city delivery service. Through the Christmas season, which set an all-time high in the amount of holiday merchandise delivered, Randy was on the job about 20 hours a day, and had to press every truck he could lay his hands on into service. His W. W. Service Co. makes an excellent sideline, Randy believes.

Walter Morris, youngest member of the family who operate J. S. Morris Novelty Co., has been drafted—and will leave for training early in January. His fellow firm members are planning a holiday party to send him off for a year in style.

Two "casualties" of the season, including Bill Illig and Harry Raiffe, are back on

their feet and like new again. Illig hurt his back in an automobile accident just prior to the Christmas association meeting, and is still a bit sore in moving, and Raiffe has just been released from the hospital after several weeks' badly-needed rest.

* * *

In the pinball field, a lot of good humor was the keynote of ceremonial and social activity among the large number of vending machine and pintable operators who turned up during the holiday months.

Carl Trippe, rotund president of Ideal Novelty Co., played Santa Claus to his entire employe staff when he gave a Christmas party on Christmas eve for the 58 employes of Ideal in southern Missouri and Illinois, as well as the metropolitan staff. All employes received a week's pay as a holiday gift, and were feted with refreshments and a dinner at the Ideal building, winding up with a roller-skating party at Carl's Gravois avenue roller rink.

The final 1940 meeting of the year for the Missouri Amusement Machine Operator's Association was held December 13th at the Melbourne Hotel, when 60 members and associates were on hand to vote on several important problems. Leading off was election of officers. Because of their excellent service, and because the association went through 1940 without the loss of a single member, all former officers were unanimously voted to hold their posts in 1941.

Officers are: Lou Morris, president, Abe Jeffers, vice president, Harry Davies, treasurer, and Dave Monahan, secretary and general manager. Chairman of the board is Carl Trippe, with directors already elected for two years retaining their positions. The association functioned perfectly during 1940, President Morris reported, and with the exception of skipping one meeting in the hot summer months, was in full strength at each meeting.

Most serious note at the December meeting was the recent 12 o'clock closing hour which is now being enforced in St. Louis with regard to taverns and cocktail bars, and other liquor-serving locations. This new rule has had a bad effect on coin machine operation in general, particularly in the phonograph field.

This problem will be met, it is hoped, by a cooperative action on the part of the coin machine organizations, and the St. Louis tavern owner's association, both of which will put up funds for fighting the 12:00 o'clock closing hour. It is hoped that by the purchase of a special tavern license, which has been suggested by the city, the locations will be allowed to go back to the former two-o'clock closing.

The Missouri Amusement Machine Operator's Association has chartered a special car for the trip to Chicago for the Coin Machine Show, and is looking forward to a full evening of entertainment enroute. Musicians, a show, and probably some singing,

—TURN PAGE

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COIN
MACHINE
REVIEW

SPECIAL

3 Bally Alley\$15.00
2 Anti Aircraft Guns..... 80.00

USED PAYOUT MACHINES

2 One Two Three..... 40.00
1 Grandstand 72.50

1 Congo\$27.50
2 Brown Paces Races 30-1..... 80.00
1 Bally Royal Flush..... 87.50
1 Kee Bell 32.50
3 Mills Rio 25.00
1 Tanforan 20.00

OLIVE NOVELTY CO.

2625 LUCAS AVE.

ST. LOUIS, MO.

will be a feature of the journey north. Distributors have provided \$25 each for the affair, and a case of varied refreshments apiece. There will be a special meeting of the association during the last week before the Show, with probably the largest St. Louis delegation in history of the annual event on hand for the Show.

Harold Mattern, vending machine operator, was hurt slightly when his car side-swiped another enroute home from Springfield, Illinois on Christmas night. ♦

SAN FRANCISCO

Covered By
RONALD PATRICK

SAN FRANCISCO (RC)—The year 1940 summed up to a mighty pretty picture for these hereabouts—and '41 looms as an even greater successor from every standpoint of prophesy. That's the first fact I have to get off my mind.

1940 was a big year. But possibly nothing more important transpired than the occasion of the establishment of the Amusement Merchants' Association during the month of December. For this public and internal relations organization for the security and progress of game operators is the biggest step forward in perhaps two decades.

Sid Mackin, the association's managing director, is proving his mettle in no giggardly way as the 'right' man for the important job—and the entire retinue of San Francisco operators have come to realize it in the few short weeks of cooperation since its founding. There'll be much for the eyes of the industry nationally to gain from watching this apt organization achieve its stride of service.

Much speculation is abroad as to what the Chicago Show will be springing in the way of new twists and models. The attendance from 'Frisco is expected to be rather en-masse as regards top-spark distributors. Several have begun their trek at present writing—presumably for pleasure and busman's stops along the way.

The S.F. tax ordinance situation appears not to have such a bad complexion after all. A number of restrictions have been reported, but nothing that shouldn't have had some self-regulated attention before, anyway. A real spirit of cooperation with all reasonable demands of the police department is very evident. And this is largely explained in the fact that many of the requests formerly considered harsh are now better understood as necessary and basically proper.

Phono-Tel vacates their San Francisco office, with the removal of the entire personnel to their L. A. headquarters of some six-months' standing. It's the culmination of plans initiated some time ago by Bob Stark and Stan Harris, phono-tycoons.

Wolf Reiwitz, Wolf Sales domo, is off to Denver to spur able son Al at his newly assigned Wurlitzer distributorship post. Al (Al Roberts) has already achieved a brigadier's record for himself in the manner of crack sales-promotion generalship. Leaving Denver, Wolf will hie on for his usual convention attendance.

Lou Wolcher took off for New York several days ago for a bit of direct pre-convention snooping (and might we suppose snoppings) before alighting in old Chicago to glibly glim and glad-hand in his own inimitable way.

Warren Taylor from Mills Novelty in Oakland reports hot news simmering on the griddle, ready to burst forth any minute. Betcha, we can take a picture of it and it makes noise in a big way! Or aren't we gussing fair, Warren? Jack Moore's Johnny Ruggiero is handing out that super mystery line on some Bally new angle too.—it's in the air! I'll tell you, showtime seems to do things to even our most believable citizenry. As a matter of fact the show's imminence rather has me hypnotized, myself.

Cal. Simplex's dynamic Wurgler is back from a general Wurlitzer distributors meet in New Orleans. Noticed considerable new office alterations making ready for their participation in National Wurlitzer Days, designated for the Sunday and Monday of

Jan. 5th and 6th. It'll be a lively party with drinks and entertainment in Wurlitzer's 6 new models for 1st '41 introduction. Food, leadership tradition is to be a keynote. Vice president Carl E. Johnson from the factory will be on deck. ♦

Mills to Stage Huge Fiesta

CHICAGO—Fred Mills, president of Mills Novelty Company, announced that during the Coin Machine Convention week, Mills would have a four-day Fiesta. The big Fiesta will be in true South American style—there'll be senioritas, caballeros, thrills, Argentine music, beauty, amusements, and news.

The Mills factory is being decorated like a South American square. When you walk in on the second floor, you will think you have entered a street in Argentina, in Mexico, in Havana. It will be all the hot countries combined, the atmosphere will be typically Latin, typically Spanish; the signs, the posters, everything will be in Spanish, so bring your Spanish-American books along.

Beautiful senioritas will teach you how to rumba, how to conga, how to prance the tango. Click your castanets with the best of them; shake a mean maracas when you join the South American band.

The hot tamale man will be there. He'll be at his stand all day, every day, to serve you hot tamales. Chili con carne, frijoles, tacos, enchiladas, all the Spanish dishes will be available.

Mills engineers and development men will have on display all the latest machines, the latest products; Mills Panoramic Soundies will be running all day long. See "Havana Is Calling Me"—watch Bernice Parks in her Chichicastenango dance.

Stars and celebrities from the movie, stage, and music worlds will be visiting Casa Mills. Gray Gordon, the tic toc maestro, will be playing an engagement at the Oriental Theatre and Gray promises to be on hand for the fiesta. Dick Todd, King of the Juke Boxes, says he wouldn't miss a Mills party. Anyhow plenty of celebrities are promised at the soiree. Come and have your picture taken with the stars.

It promises to be a great day at Mills—in fact, four great days. So, seniors bring your senioritas and conga at Mills. ♦

Big-Top Console Announced by Bally

CHICAGO—Called Big-Top "because it packs more action, thrills, and suspense than a circus, and prolonged test operations prove that a really new idea results in a remarkable increase in collections," George Jenkins, Bally Mfg. Co. general salesmanager, announced a new console with new cabinet styling and a new type of reel composed of comic animals in vivid cherry-red, orange and lemon-yellow colors.

Jenkins asserts the unit is a modernized electric bell housed in a rich cabinet suitable for any location, with the basic appeal of a three-reel bell. Suitability for any territory is indicated in the range of three models—a fully automatic payout with mystery bell awards, a payout model with compulsory skill feature in the back-box, and a free-play or re-play model.

The Bally console department is also set for increased output of the two poker bell consoles with hold-and-draw features, Royal Draw payout and High-Hand free-play, Jenkins declared. ♦

WORLD'S GREATEST all around ELECTRIC TOOL

DRILLS-GRINDS-SANDS-SAWS POLISHES-SHARPENS-CARVES

The new **WHIZ ELECTRIC TOOL** is the handiest power tool ever made. A rugged tool for power and precision work. Drills thru 1/4 inch iron plate in 42 seconds or engraves intricate designs. Handles any material: Metals-Woods-Alloys-Plastics-Glass-Steel-etc. Saves time. Eliminates labor. Plug into any socket AC or DC, 110 volts. Chuck 1/4 inch capacity. Ball bearing thrust. Powerful triple-gear motor. **STANDARD MODEL** with Normal Speed (uses 200 accessories, instantly interchangeable). Price only \$7.95. The only **DRILL-TOOL** with a full year's guarantee.

FREE—Accessory outfit (Value \$2) includes set of drills, mounted 1 1/2 inch grinder, sanding discs, cutting wheels, mounted brush, polishing wheel, carving burr, etc. **FREE** with each Tool ordered **NOW**. We pay postage.

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STRATOLINER	\$99.50

USED GAMES

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Jolly	42.50
Commodore	29.50
Cadillac	47.50
Big Six	25.00
Band Wagon	67.50
Big League	42.50
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Flagship	25.00
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Special

FOX HUNT

A real money-making sensation
only \$59.50

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Daval ACE	14.95
6 American Eagles	ea. 25.50
2 New Marvels	ea. 29.50

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Keene Sends Jumbo Greeting Card

TAFT, Calif.—If there's anything unusual to be thought of, A. M. Keene, editor-publisher-coinman and, until world affairs took a turn for the worse, world traveler, will think of it. This time it was an oversize greeting card sent the COIN MACHINE REVIEW and obviously intended for everyone in the business, since it was too big for any one individual to keep to himself.

Measuring 8½ by 11 inches, the card bore a two-color sketch by Artist Bert Bates showing Keene steamingly at work behind a desk piled high. Through a window appeared some of the oilrigs which made Taft the town it is today.

A monstrous pencil teetering on one ear, Keene looked up from his work to declare:

"This type is not big enough to shout how much I want you to have a wonderful 1941."

Robbins Has National Spitfire Sales

BROOKLYN, N. Y.—In a special deal just completed with the manufacturer, the entire national sales of Spitfire, new counter skill game, have been taken over by D. Robbins & Co., according to report.

The game has a player-controlled moving airplane which, with skill, can be maneuvered over a battleship with two funnels and a ball of gum, representing a bomb, released. All hits, marked by dropping the gum into one of the funnels, are recorded. Capacity of the machine is reported to be over a thousand balls of gum. The device will be displayed at the coming Coin Machine Show.

Pacific Northwest Coinmen Help Others

PORTLAND, Ore.—Paying tribute to two men who made possible a continuance of the coin machine business in this area and at the same time aiding a worthy charity, more than 125 operators from the Pacific Northwest attended a stag-dinner and charity benefit at the Heathmen Hotel, here, December 20, sponsored by the Associated Amusement Distributors, local operator association.

The two honor guests of the affair were Ace Arnsberg, who had the courage of his convictions to carry his case through three courts, and Walter Fuller, the merchant involved in all three cases, with the result that operating privileges were restored.

The charity chosen was the "Toy and Joymakers," and to it went more than \$300 worth of new and used toys to be distributed to underprivileged youngsters. Out-of-town guests brought some toys with them, and previous to the stag the various Portland jobbing houses set aside places to deposit toys and funds in advance.

Budge Wright, member of the General Amusement Committee, even managed to wheedle a tricycle from his 4½-year-old son, Jon. When this young man saw all the toys in the heap he demanded to know who was going to get them. "Poor children," his father explained. "I wish I was a poor children," was Jon's wistful comment.

A pair of tickets was mailed each out-of-town operator, and many of the eastern manufacturers who had also donated door prizes, sent their contributions even though they could not attend the dinner and the well-rounded entertainment program of movies and floor show. Newspaper publicity concerning the event was highly favorable, and Victor D. Brown, manager of "Toy and Joymakers," a unit in the Portland Fire Department, subsequently sent a letter conveying the appreciation of all his associates, as well as that of Mayor-Elect R. E. Riley and Fire Chief Edward Grenfell.

"Because of your kind thoughts for the less fortunate children, because you cared and shared, we know that the Yuletide Season in your own home will be more joyous and prosperous," was the keynote of the letter.

Definitely a cooperative enterprise, Wm. Goebel, Jack R. Moore and Budge Wright headed the general committee. In charge of entertainment were Bill Goebel, Harry Arnsberg and Lloyd Robinson, while those concerned with drinks included Lester Beckman, V. G. Raw and O. M. Vincent. Frank Dalton, N. J. Arnold and W. D. Jackson made up the awards committee.

Earl Bush, Bill Martin, John Hill, Vern Clifford and Harry Nemer comprised the welcome committee, while those on the "Toy and Joymakers" committee were Neal Ellis, Lou Dunis, Jim Harris, A. K. Morse, A. E. Anderson, Irving Newman and Harry Nemer. After Show "Skill" Games were in charge of Bob Allen, Merle Short and G. M. Epling. The "sucker committee"—termed "our own slots"—demanded the talents of Bud Halvorson and Martie Fieber, while the ex-chequers were I. N. Hartley and Wally Casebeer. Otis Anderson and Max Kristol had charge of the doors, Fred Grohs, Sid Schubach and Don Donaldson the ticket sales, and show cards were done by Sol Fox.

Mr. Smith: "Why is Mr. Short leaving for Florida?"

Mr. Long: "Just got word land was found on his property."

VENDORS

Anti-Slug Campaign Aided by Federal Courts

CHICAGO—The campaign of the Automatic Phonograph Manufacturers Association and the National Automatic Merchandising Association against slugs, which have become so prevalent in many communities during the past few months, has been aided by the entry of Federal authorities in the fight, according to the secretary of the two groups.

In the first Federal court conviction against a seller of slugs of this type, returned in Omaha, December 20, following a three-day jury trial in the United States District Court, Max A. Wasserman, operator of an Omaha novelty store, was found guilty of a Federal grand jury indictment of September on three counts: "possession" and "sales" of "falsely made and counterfeited coins" in violation of Section 278 of Title 18 of the Federal Criminal Code, and "issuing . . . tokens and devices . . . intended to be used as money for and instead of the five cent pieces authorized by law" in violation of Section 282 of the Code.

John F. Dahl, Omaha cigarette operator, and another Omaha citizen, made the original complaints which brought about the conviction. The case was prosecuted by Emmet L. Murphy, Assistant United States Attorney, under direction of J. T. Votava, U. S. Attorney at Omaha.

The two sections of the Federal law under which Wasserman's conviction was obtained, have the following provisions:

Section 278. (Criminal Code, Section 164.) Counterfeiting minor coins. . . . Whoever shall falsely make, forge, or counterfeit, or cause or procure to be falsely made, forged, or counterfeited, or shall willingly aid or

assist in falsely making, forging, or counterfeiting any coin in the resemblance or similitude of any of the minor coins which have been or hereafter may be, coined at the mints of the United States; or whoever shall pass, utter, publish, or sell, or bring into the United States or any place subject to the jurisdiction thereof, from any foreign place, or have in his possession any such false, forged, or counterfeited coin, with intent to defraud any person whomsoever, shall be fined not more than \$1,000 and imprisoned not more than three years. (R. S. Sec. 5458; Mar. 4, 1909, c. 321, p. 164, 35 Stat. 1119.)

Section 282. (Criminal Code, Section 168.) Whoever, not lawfully authorized, shall make, issue or pass or cause to be made, issued or passed, any coin, card, token or device in metal or its compounds which may be intended to be used as money for any one cent, two cent, three cent or five cent piece now or hereafter authorized by law or for coins of equal value shall be fined not more than \$1000.00 and imprisoned not more than five years. R. S. 5462; March 4, 1909. See Ch. 321.

Operators of cigarette, candy and soft drink vending machines, and of phonographs, who have suffered losses from slugs, may obtain assistance by writing the details to C. S. Darling, secretary of the two national associations, at 120 South LaSalle Street, Chicago.

A member of the Geology Club got this one off the other night while trying to explain in English about the old rolling stone proverb.

"A revolving fragment," he said, "of the Paleozoic Age collects no cryptogamous vegetation."

Dentist: "And what did your wife say when you staggered home at dawn?"

Patient: "Nothing much, and I was going to have those teeth taken out, anyway."

Dinner Invitation Renewed

CHICAGO—Trade association executives who have thus far neglected to register for the dinner meeting to which their presidents and acting secretaries have been invited by the officers and directors of Coin Machine Industries, Inc., are urged to do so at once. CMI will provide the dinner which begins at 6 p.m., Wednesday, January 15, with all officers and directors of this body sitting in.

Following the dinner, one officer from each association will give a brief outline of past and future programs of their groups, to provide, as done so successfully last year, further constructive help for those attending. Reservations should be addressed to James A. Gilmore, Secretary-Manager, Coin Machine Industries, Inc., Hotel Sherman, Chicago.

No New Model Bugaboo with MASTERS

No outdated equipment a few months hence when you climb atop the MASTER profit bandwagon. True, new improvements develop from time to time and are immediately incorporated in the MASTER without materially affecting the general design. We do this to protect YOUR investment! With MASTERS you are always operating the

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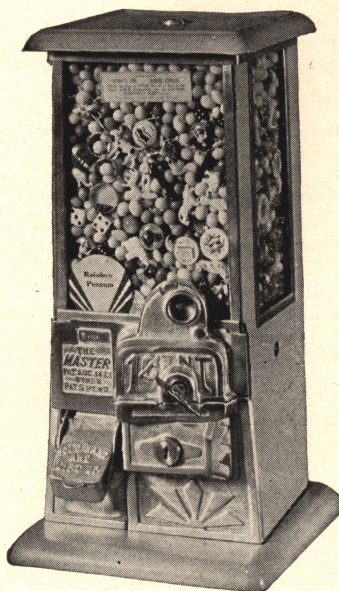
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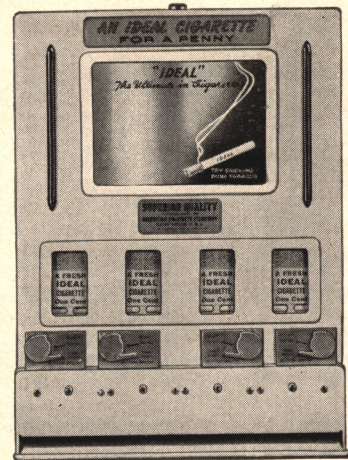
Master Novelty
PENNY PLAY

1941 MODEL IDEAL PENNY CIGARETTE VENDOR

HOLDS 180 CIGARETTES
A BIG MONEY-MAKER
40% PROFIT

Only Vendor of Its Kind Made

Approved by U. S. Internal Revenue Dept.



A BEAUTIFUL WALL TYPE
VENDOR ONLY 2 1/2 INCHES
DEEP AT BASE

Finished in White Baked Enamel with Chromium plated trimmings and built to last a life time. There are more good profitable locations for this Vendor than any other type of Vendor made. Be first to establish a route of these money-makers in your territory. Your investment is small and the income is large. Don't delay—Save time. Order sample machine with 400 cigarettes at Quantity price, Only \$17.40 for both. Send Check or a Money Order.

Manufactured by

American Products Co., Inc.
720 N. Taylor Ave., St. Louis, Mo.

79
COIN
MACHINE
REVIEW

NEW YORK

Covered By
IRVING SHERMAN

Happy New Year Everybody! And now down to work. Prospects for '41 are uppermost in ops' minds. After a little survey of our own, here's the lowdown on the New York situation. Vending machines: The employment of all available manpower on defense leaves merchandising in a lurch which means the one great chance for the machines; Commodity lines as well as luxury goods to be in demand; such staples as apples, fruits of all kinds, small packagings are a great bet. Amusement vendors: Arrangements might be made with draft authorities to entertain soldiers; spots near camps might be licensed. Ideal games: Skyfighters, submarine depth charge games, torpedo shots and general marksmanship outfits. General price situation: Prices will probably be higher, not as many games will be on the market as previously, and ops will have to be on the jump to get their share of bestsellers.

We're still hot on slugs. Foremost in the fight is the Rowe outfit with George Seedman in charge. They don't have to tell George to do it. He is. United States Senators are being interested, the trade is being regimented and, at the moment, George is flooding the associations with appeals for united action. The passage of a bill to make the possession of a slug equivalent to the intent to the use, is the big ace in the hole George is aiming at. Let's get together and see what we can do about this evil.

Getting back to our old self. . . . How was Santa Claus by you, brother? By us it was pretty good, although that loaded cigar we picked up in Mike Munves' place must have been put there by the other fellow. But did we get even! We used a real nickel in playing a machine and one of the ops almost dropped dead at the sight of the dough.

Wait 'till the Mrs. sees this. . . . The idea that pretty girls must always be pictured embracing new games is being ridiculed by a number of operators whose tales of woe, poured into our waiting ear, are to the effect that this reflects on the character of the trade, generally. Coin machine operation is a dignified and legitimate business and each new machine demands its own and thorough scrutiny without the suggestion that a nice pair of female legs and other parts of the female anatomy will decide the issue. Ops demand that advertisers cut out the phony stuff and get down to business. We pass the word along for what it's worth, hoping that no honey is going to waylay us some dark night and hammer the daylight out of us for spreading the gospel.

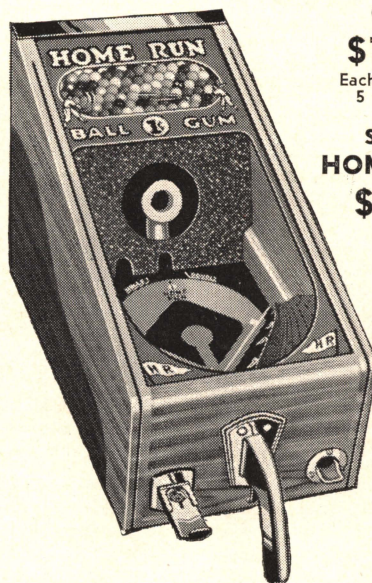
The Chicago convention will have a goodly supply of the New York crowd as usual. After the Los Angeles display the boys want to see what CMI can do. Most of the associations will have delegations to represent them, and leading distributors plan excursion trips that will include batches of ops as in past shows. If our information is correct, many wives will accompany the boys, inasmuch as some of the gallants overstayed their last leave.

Annual banquets are shaping up very nicely. The CMA of New York plans the biggest sellout of its career. These boys can go some, and the last blowout was something to see. This year Matty Forbes and his entertainment committee promise

VICTOR PRODUCTS

SPEAK FOR THEMSELVES

HOME RUN NOW



Only
\$15.00

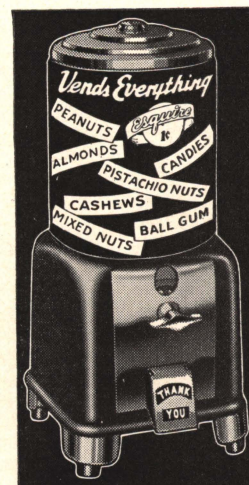
Each in Lots of
5 or More.

Sample
HOME RUN
\$16.50

ea.

Take advantage of this
sensational offer; 1/3 cash
with order,
balance C.O.D.

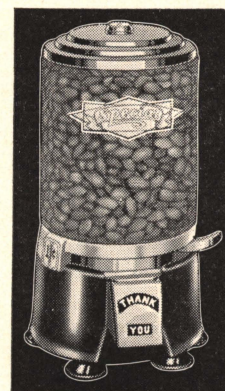
ESQUIRE
The Last Word in Vending
Perfection



TOPPER
is Tops in Modern Design



SPECIAL DE LUXE
The Aristocrat of Vendors



Contact your nearest distributor

Reliable Vending Machine Co.

1827 S. Hope St. Los Angeles, Calif.

Dick Tyrrell Company

3218 Grove St. Oakland, Calif.

**Vending Machine
Headquarters**

489 Hayes St. San Francisco, Calif.

Viking Specialty Company

530 Golden Gate Ave. San Francisco, Calif.

a turnout that will approach the sensational. Far be it from us to spill the beans, but if we merely mention that every person who attends will be feted like a prince we know we haven't violated any confidences.

Saul Kalson of the Greater Amalgamated Machine Operators was the guest speaker at the New Jersey Amusement Board of trade honor meeting for Leroy Stein. Kalson took the spotlight to pay tribute to a real go-getter in the trade association field. Incidentally, in the short time that Stein has been with the New Jersey organization he has more than tripled the membership, he has raised the standards of the business, and his idea of "re-play" instead of the previous "free-play" shows what can be done when we use our heads for something else than housing for a nickel cigar.

Lou Goldberg, managing director of the Amalgamated Vending Machine Operators Association has gone on record that 1941 will be a banner year for the wide-awake operator. Goldberg reports he is well satisfied with the progress made in 1940 to keep the trade going, and every cooperation has been had from the authorities. "So long as operators adhere to the laws and by-laws of our association," he stated, "we know there will be no trouble for anyone. It is only when operators think they can make their own rules and do not heed what we tell them, that we have all the adverse legislation and other headaches in this business."

Rumors to the effect that robberies are increasing have not been substantiated by your reporter. There have been some cases among vending machines and a few of the pinball crowd have been clipped, but, by and large, there is no epidemic. A help in this connection is the reward offered by the CMA of New York, \$50 being paid to the location owner who succeeds in bagging a culprit. Usually a single arrest may clear up a dozen or so unsolved cases.

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COIN
MACHINE
REVIEW

Where robberies are chronic, ops are of the opinion that maybe the location owner is not as interested in their prevention as he might be. A word to the wise: Check on this angle; but be sure you're right before you start action.

Have you tried this on your piano? Several coinmen have interested themselves in retailing problems with the view in end of perhaps serving as consultants to some of the location owners. For example, one spot was sorely in need of a little brushing up on display and purely as courtesy service, this operator made up a window that more than sold the location owner on the idea. Such supplementary service, while it can be carried too far, from time to time may do more to consolidate connections than the extra ten or fifteen dollars slipped over the counter which only makes the op another guy in the running.

The Interstate Council of Pin Ball Operators looms as a reality, although plans are still in a preliminary stage. The idea behind this organization is similar to the Interstate CMA, and it is hoped that the progress recorded by the latter body may be emulated if not exceeded by the pinball crowd. ♦

Draught Pepsi-Cola In Bally Vendors

CHICAGO—Pepsi-Cola on draught in 1941, through Bally Beverage Vendors to be installed by the thousands by bottlers and distributors of the beverage, is the forecast of Don Mitchell, Pepsi-Cola Company salesmanager. Unit will act, it is declared, as a Pepsi-Cola Self-Service Fountain, meeting a growing demand for this beverage on draught.

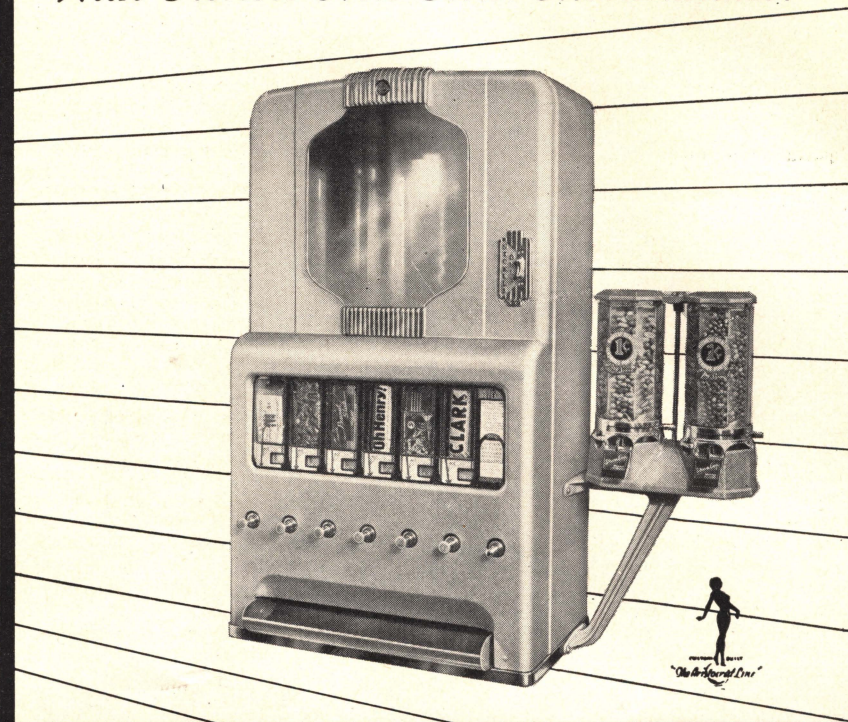
"The big drink, popularized in the bottled form, remains a feature of Pepsi-Cola on draught," Mitchell stated, "and the draught beverage is as delicious, fresh and sparkling as the bottled product and, in fact, identical with it, prepared in Pepsi-Cola bottling plants by standard bottling methods but held under pressure in a specially-designed, valve-sealed, stainless steel container which acts as a 'giant bottle.' Regardless of the number of drinks automatically served, beverage in the Self-Service Fountain retains full carbonic charge as the result of the double-value system used.

"With Bally Beverage Vendors already in operation throughout the United States, there has been ample opportunity for proof of their successful vending of cold carbonated drinks under all conditions, including extremely high temperature," Mitchell pointed out. "The Vendor was demonstrated at the recent Bottlers' Exposition in Cleveland, arousing the enthusiasm of Pepsi-Cola bottlers and distributors from all sections of the country. As a result of completed tests Pepsi-Cola Co. and Bally Mfg Co. have undertaken a contract whereby the Bally Beverage Vendor will be used exclusively throughout large territory in the United States.

"This program opens countless new sales outlets to Pepsi-Cola bottlers and distributors—theaters, hotels, industrial buildings, office and public buildings, for example—where bottled beverages are not ordinarily available, and the convenience of the Self-Service Fountain increases sales in locations already handling bottled Pepsi-Cola. The unit will play a major part in the greatly increased sale of Pepsi-Cola during 1941," Mitchell concluded. ♦

Univendor

With Stoner's New Twin Merchandiser



To furnish your location with a complete vending service, install Univendor with Stoner's New Twin Merchandiser. This new 1c bulk merchandiser has been specifically designed for operation with Univendor has Univendor color combinations, is precision built and will quickly prove its operating superiority on location.

While Univendor with its popular multiple price vending feature (up to 20c) has already proved its earning capabilities on thousands of locations, we are confident that when operated with Stoner's Twin Merchandiser it will be even more productive.

If you already have Univendor installations, you can increase your earnings by installing the Twin Merchandiser on your present machines. Brackets for easy installation are available.

Stoner

CORPORATION

332 Gale Avenue

Aurora

Illinois

All-Purpose Electric Tool Offered Operators

NEW YORK—In an effort to simplify and speed up the work of coin machine operators and their service men in repairing and refinishing equipment, Paramount Products Co. has developed the Whiz Electric Tool, said to be useful for a thousand things.

Among the jobs this device reportedly does are those of drilling holes of any size up to 1/4-inch in any material, including steel; grinding everything from tools and dies to jewels, and smoothing rough edges of castings and welded joints; sharpening other tools; wire-brushing to remove rust and paint; sanding; polishing, sawing, etching, engraving and carving. Equipment is said to be low-priced, easy to handle, and very durable. ♦

Bally Doubles Show Space

CHICAGO—With the Bally line for 1941 embracing practically every field of operation, the firm's executives have contracted for double the amount of space used at last year's Coin Machine Show, and the company's exhibits will occupy the entire north end of the Main Exposition Hall, largest display space in its history, according to George Jenkins, general salesmanager.

"In this space," Jenkins asserted, "we will display the line which will insure a dominating position in 1941 for Bally distributors and operators. Notwithstanding the fact that the area will be packed with an array of new machines, however, there will be ample room for operators and distributors to move around and inspect the line in comfort." ♦

KANSAS CITY

Covered By
B. K. ANDERSON

KANSAS CITY, MO. (RC)—This city's Coin Machine Row has lost one of its oldest and most important members. But in doing so it has gained one of the outstanding coin machine showrooms and centers of the entire country.

Actually the story is a testimonial to the American Way of Life. Five years ago, in 1935, two ambitious young men who had been operating since 1930 decided to set up a partnership operating and distributing business. They called their new venture The Central Distributing Co.

Previous to the day they opened the doors of their modest new quarters, another local distributor had been taking their calls over his phone. He charged them half of the phone bill for this service. They knew they would need a little capital for their new venture, so they managed to scrape up \$1500 each.

Figuring outfitting the quarters and the purchase of equipment—and theirs was the most expensive, because they were almost exclusively automatic phonograph operators—the “three grand” didn’t go very far. However, they worked it around and became Wurlitzer Dealers and set themselves on a very rigid budget. Each week they would buy two new phonographs and pay for them C.O.D. Very seldom did they sell one of these machines, so that meant that they had to go out and put them on location. It was Finley Mason and Tim Crummett’s way of making sure their business would grow.

But the boys kept to their two-a-week schedule, and, according to Finley Mason, would probably still be at it had not a far-sighted representative of the manufacturer become impressed with their record and offered to send them a carload of machines to be carried on “open account”.

When this company official said a carload the boys thought that he must mean at least 20 or even 25. They scratched their

heads and got down to figuring how they were going to get them out. It would take some doing. Then began their expanded location program and their first actual hard selling spree.

They really began preparing the way and one day the awaited word came from the local freight office; their carload was in. When the freight was paid very little money remained in the till, but there was enough for two packs of aspirin. A carload in those days was 60 phonographs.

Somehow or other they got them out. They had to; there wasn’t room in their small office for them. But that was the beginning of the new Central Distributing Co. Five times in five years they have been forced to expand their quarters. They have in that same time seen a \$3,000 business grow to a more than \$100,000 enterprise.

And so this is why Kansas City’s Coin Machine Row is about to lose one of its most illustrious names. Central, due to need for more space and a more advantageous location, has moved to new headquarters on Grand Avenue at 23rd St.

They have set up a type of business which this city has never seen before. For two weeks Paul Fuller, Wurlitzer Designer, helped lay out the floor plan, figure the decorations, and color combinations. A Chicago firm specializing in window displays was contacted and the new window background alone was secured at a cost of \$1,500.

Mason and Crummett smile about the cost of this temporary window background now. In 1935, it would have required half their capital.

The quarters they now occupy was formerly one of Kansas City’s leading automobile salons. It is large, with immense plate glass windows, and has more outside show space than was ever used by a distributor in this area. No expense has been spared to set the new phonos off to the public’s gaze against a quality background, a measure carefully gauged to gain for the phonographs new prestige through this district.

Inside the building is comprised of showrooms, conference rooms, parts department, record department, and service department.

It was planned not only to have eye appeal, but to afford quick, well-rounded, economical service.

Five hundred invitations to Central’s Grand Opening Open House were extended to local operators and friends. Newspapers gave the event good notices, and between 600 and 700 guests attended January 5th and 6th. There were favors for the ladies, food, and refreshments for everyone.

The new building gives Central five times as much space as their old location afforded. And according to Finley Mason, “That’s what we think the coin machine business in this area is going to be like in 1941!”

* * *

CHRISTMAS NOTES: Central Distributing Co. employees celebrate another big Christmas bonus. Carl Hoelzel and Earl Witschner made a flying pre-show trip to Chicago. Hobbies, Inc. celebrated the holidays with a new 100% of Kansas City pin ball table operator membership.

Earl Witschner, Executive Secretary of the Association, who gave up a profitable route of 50 marble tables to devote his full time to the destinies of Hobbies, Inc., and did so at the request of the other operator members, says, “1941 will be twice as good as either ’38 or ’39. This past year we all had to learn to cooperate instead of compete. In the very beginning it was very difficult. Now it is much easier.

“Every operator of Re-Play tables in Kansas City now belongs to our association. Every one of the machines is now marked with the metal disc which is our insignia. It means that there can be no pushing of locations, no fluctuation of the commission, and no operation that is not approved by the association.”

Local operators of phonographs also were not slow to notice the help an association can be to operators. There is now talk of forming a separate association for phonograph operators. They point out that the fact that Hobbies, Inc., was able to obtain a lowering of the city individual phonograph license fee, and this is reason enough in itself. Where formerly this fee graded up according to 5c, 10c, and 25c coin chutes, it has now been reduced to a uniform \$5 per year for all machines. This aid alone cuts the phono ops’ annual license cost in half.

But what these operators want most, at present, is the re-establishment in all locations of the minimum \$3.50 front money. It is believed that this factor alone could practically take all the gamble out of their business. Although there is a lot of talk along this line, nothing definite has been done as yet. It is expected that shortly following the Show in Chicago, some positive action may develop.

Which brings up the largest topic of conversation in this section right now. Almost without exception local operators and distributors swear that this time when they go to the Coin Machine Show in Chicago they are going to attend strictly to business. None of this fooling around and spending most of the time in a closed room somewhere in conference. They’re going to get around and see the machines and find out what’s what.

Yeah! That’s what they said last year, too.

Junior Partner, to pretty stenographer: “Are you doing anything on Sunday evening, Miss Eggert?”

Stenographer, hopefully: “No, not a thing.”

“Then try to be at the office earlier on Monday morning, will you?”

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COIN
MACHINE
REVIEW

MAKE YOUR TRIP PAY DIVIDENDS

Visit Monarch's Showrooms

ONE BALL AUTOMATIC PAYOUTS

Grand National	\$ 92.50	Thistledown	\$ 57.50	Seabiscuit	\$ 57.50
Grand National comb.		Hawthorne	57.50	Home Stretch	69.50
Cash & Ticket	99.50	Gold Medal	54.50	Hey Day	39.50
Grandstand	77.50	Santa Anita	125.00	Feed Bag	39.50
Fairground	25.00	Keeney Pot Shot	39.50	Preakness	17.50
Aksarben	29.50	Stepper Upper	59.50	Flasher	34.50
Mills 1-2-3	39.50	Bally Stables	27.50	Foto Finish	14.50

AUTOMATIC PAYOUT CONSOLES

Mills Jumbo Parade	\$ 94.50	Keeney Pastime	\$139.50	Baker Pacer Jackpot	\$175.00
Mills Square Bell	69.50	“ Super Track Time	139.50	Jennings Mult Racer	49.50
Bally Royal Flush	89.50	“ 1938 “	82.50	Jennings Cubes	49.50
Pace Saratoga 40 5c pl.	89.50	“ Kentucky Club	49.50	Bally Saddle Club	34.50
Pace Saratoga 10c pl.	79.50	Mills Rio	17.50	Bally Teaser	17.50
African Golf 7 coin head	89.50	Exhibit Long Champ	39.50	Jenn. Flashing Thru	39.50

Wire, Phone or Call for List of New Games at Closeout Prices

Terms: 1/3 Deposit—Balance Sight Draft or C.O.D.

MONARCH COIN MACHINE CO.

1545 North Fairfield Ave.

Phone Armitage 1434

Chicago, Illinois

PHILADELPHIA

Covered By
HARRY BORTNICK

Holiday income on coin operated equipment increased tremendously during December. Perhaps because the public was in a more gay, entertainment-minded mood than usual they played game machines more heavily than ordinarily and amusement operators benefitted accordingly. All types of merchandising machines recorded a steady turn-over, with beverage vendors doing especially well. Music machines held their own but did little more, probably because shoppers were busy.

Further legal support in removing much of the old-time odium which made amusement games conceivably gambling devices was given early in December when Pennsylvania's Superior Court Judge Chester R. Rhodes reversed a Northampton County Quarter Sessions Court conviction of Andrew A. Mihalow, Bethlehem restaurant owner on a charge of maintaining a gambling device. The charge had claimed Mihalow had set up a game at which money might be exchanged, and permitted open gambling in his establishment.

The original "guilty" verdict had been given in April, appealed, and heard by the Superior Court in October. Judge Rhodes' verdict stated that the amusement machine "is lacking in the essential elements necessary to make it a gambling device or a gambling machine," adding that "many things made for proper and legitimate purposes may be used for gambling, but what may be used as a subject of a bet is not *ipso facto* illegal or a gambling device."

The Commonwealth's case was based on the fact that two police officers entered Mihalow's restaurant and agreed to bet money upon the score which they could secure from the amusement machine on the premises. No charge was made that the proprietor was present at the time the wager was made. The State, however, declared that the machine was used for illegal purposes and that the owner was responsible for the use to which it was put, therefore making him responsible for maintaining a gambling device.

Judge Rhodes' decision freeing Mihalow of the charge opposed the Commonwealth's view that the proprietor was charged with the duty of maintaining constant vigilance over a device which was placed in his location for amusement, and which was so proclaimed by a proper sign clearly visible to the players and the public.

The Chicago Show will draw a number of local operators, among whom will be the officers of all three local business associations. Arrangements for local delegations, which will pack two full trains, are being handled by Business Manager Frank Hammond of the Phonograph Operators' Association. Expectation is that about 80 persons will fill the special cars assigned the Chicago Coin-goers, considerably more than traveled Windy Cityward in previous years.

The Phonograph Operators' Association of Eastern Pennsylvania and New Jersey is still maintaining active contact with all other established music machine organizations, according to Frank Hammond. These groups have been requested to have their president and secretary, or two other officers, meet with the executives of similar local groups during the Show, when the operator representatives will confer with

executives of music and equipment manufacturers, following the CMI dinner for association officials on January 15. Problem of proper machine replacement will keynote the discussion, and due examination will be given the possibility of forming a national music operators' association.

First real move to distribute the much-publicized coin operated movie machines came in December with granting of a state charter for wholesaling of the devices by a new corporation, Harrisburg Soundies, Inc., formed by Lois F. Swain, Sara Ann Fry and Maurice Yoffee. The groups will lease as well as sell the equipment.

Keystone Vending Co. marks another new move with start of operation of wired music, following city council approval for use of underground lines of the telephone companies with the single limitation restraining the firm from conveying gambling information and from placing the devices in dance halls, theatres and at private functions in hotels.

Vital statistics: Nathan Rake, executive of the Rake Coin Machine Exchange has become the pappy of a boy who was promptly named Richard J. Two other youthful members of the local industry scheduled for early parenthood are Ben Seltzer and Herman Hoffrichter. . . . Popular Lynn Brown was married at the Adelphia Hotel on the same day in which Sam Lerner's son, Martin, celebrated his bar-mitzvah there. Jack Malit, accountant for the Philadelphia Coin Machine Association has taken the matrimonial step, and Eddie Richter's daughter soon will. . . . Condolences are extended to William Helriegel, Jr., executive of Keystone Novelty & Mfg. Co., whose wife, Dorothy, passed away early in December. . . . Quick vacations before Chicago Show-time lured Irv Newman, Jack Cross and Al and Mrs. Rodstein to Florida, and corpulent Frank Engel to the Bahamas.

Active Artie Pockrass of Universal Amusement Co., local distributor for the Buckley Music System, has announced appointment of two important sub-distributors for the upstate area: the Paula Vending Co. of Allentown, and the Tri-State Music Co., Harrisburg.

Newest amusement operator is Harry Elkins, head of the Royal Music Co., who joined the Coin Machine Operators' Association. Another new entrant in this field is Sam Shur. Invading the music field are Eastman Music Co., formed by Harold E. Irwin and Stephen W. Toth, who have opened offices in the heart of the jewelry district, and Downtown Record Shop, in the central-city sector, operated by George Levin.

Local musicians have been benefitting from local theatrical appearances of leading recording bands, tying in the aggregations' hit tunes. Larry Clinton opened at the Earle late in December, followed by Ozzie Nelson and Phil Spitalny. Ted Weems heads the bill there starting January 17, followed by Erskine Hawkins, January 24. Following week is given over to produc-

tion of "Streets of Paris," then Sammy Kaye comes in on February 7.

Change in Pasadena Novelty Co., one-time four-partner organization, leaves Al Roth and Harry Mendelsohn as sole owners, while Nat Choderker and Max Brown are operating solo.

Snubby Sloan has opened sumptuous quarters in the classy section of town where he calls his operations the Snubby Eastern Amusement. And Martin Mitnick is now operating his route from new offices adjacent those of several distributors so that he can be "first to get all the new stuff."

The friendly cooperation of all operators in helping this reporter in placing the new king-sized Cinclair cigarette on the market is sincerely appreciated. Many locations, as a result, have featured it prominently in counter displays. ♦

Vetterick to Groetchen In Executive Post

CHICAGO—Carroll Vetterick, formerly with "Automatic Age" of Chicago in an editorial capacity and, more recently, on the staff of "Ops", has joined Groetchen Tool Co. Until the existing office setup is reorganized, Vetterick is acting as assistant sales and advertising manager, according to announcement of Richard Groetchen, head of the firm, and Karl Klein, general manager.

Vetterick has been associated with the coin machine industry in one capacity or another for nearly a score of years. In 1928 he was Detroit manager for the Automatic Sales Corp. of New York City, and in addition to his editorial connections with the business he has had considerable field experience as an operator.

A number of new products of this organization will be displayed at the Chicago Show, and of them Vetterick was most enthusiastic, declaring at the same time that he believed the Groetchen firm offered him exceptional opportunities and that their lines were among the finest in this particular branch of the industry. ♦

Baker Releases Big Time Novelty

CHICAGO—Brand new features, incorporated for the first time in a five-ball novelty table, are said to mark Big Time, newest equipment from Baker Novelty Co., Inc. Said also to be "easy to understand, fun to play, and commanding instantaneous appeal," the new game has eight ways of scoring, three big special sequence awards, and five other unique combinations.

Baker officials report that their re-play games are enjoying favor for their money-earning power and for their originality, mechanical perfection and workmanship, and that distributors and jobbers who have received initial shipments have proved a demand with substantial repeat orders. Full line of Baker novelty tables, Baker's Pacers, counter games and a new anti-aircraft gun will be on display at the Chicago Show. ♦

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MACHINE
REVIEW

HECHT'S WINNER!!

See our Patented Ball Gum Vendor at Booth No. 236.
No Winners necessary (Prize Balls). A small Witness
Window below the Globe shows the Winner.

The fastest and biggest profit maker in Ball Gum Vendors yet.

HECHT NIELSEN

1322 W. Congress St.
CHICAGO, ILL.

Record Eastern Crowd Heads For Convention

By BILL GERSH

NEW YORK—The biggest crowd in all eastern coin machine history is heading for the 1941 convention at Chicago's Sherman Hotel. A tour through Pennsylvania, Connecticut, New York and other eastern states reveals that all leading operators, jobbers and distributors, a great many of whom have never attended a coin machine show, were on their way to the annual gathering to provide the biggest eastern delegation ever to attend any exhibition in this industry.

For months it has been known that all those in the trade in New York City, Newark and the surrounding territory were tremendously enthused over the 1941 show and were going to be present in one huge body, but never before have so many men made definite reservations for attendance and discussed plans so far in advance.

The past year was considered one of the eastern coin machine industry's best, with operators, jobbers and distributors enjoying profits from the work of many months. They are now an enthusiastic and optimistic group of businessmen looking forward eagerly to the exhibit for their 1941 needs.

Many a jobber has aspirations of becoming a distributor, and believes the 1941 show will point the way for him. Many a distributor, who enjoyed a good year is looking for that additional line to insure him an as good—if not a better—1941. Some of the new jobbers and distributors who rose to high places in the industry this past year are ready to wave the banner of their success at the 1941 show and tell the trade how good a job they can do.

Even the smallest of the coin machine operators is tremendously eager to be present this year. Somehow it isn't like the shows of former years when everyone came in with just the thought in mind of seeing things that would make money. This year there is an air of good fellowship not present at any previous gathering. Many are coming as much for the sake of meet-

ing old friends, talking over the good year just ended, and learning whether these friends agree that the next year will be just as great.

From every division of the industry—amusement table operator to music operator to wired music and merchandise machine men—there is an indication of confidence that the convention of '41 will be an answer to most problems, and in all the years I've been in this business I've never seen such gay spontaneity as is gathering for this convention.

Formerly the members of the industry had to sell the men on the idea that it was worth the fare and room. This year, these men are keeping quiet—they're that surprised. Operators come into their offices to ask THEM whether THEY will be present at the show, and they just nod their heads in assent.

I've seen many of the industry's leaders discussing the new suits of clothes they've been buying and will wear for the first time at the show. I've heard the boys get together in distributors' headquarters and plan trips and card games and general amusement at the coming affair. And, it's all more or less due to the fact that almost everyone has enjoyed a fine year and they all want to see the new equipment and talk and laugh and joke and really be a great big friendly industry. And we do hope that the members of the CMI realize the fact and so carry out their plans to make friendship the real backbone of this year of 1941. ♦

Coin Quintet in Small-Margin Loss

EVERETT, Wash.—Fighting gamely but finally losing by a narrow margin in a high-scoring game, the Hart Novelty quintet bowed to the Pacific Lutheran College, undefeated this season, 66-to-55. The game was one of the few exhibitions of college-grade basketball ever seen in this city. Joe Hart, sponsor of the losing team, is one of the largest coin machine operators in the Pacific Northwest. ♦

Calif. Fertile for Gum Vendors

NEW YORK—Walter H. Mann, of the G. V. Corporation, national distributors of vending gum and 1c vending machines with offices at 33 West 46th Street, recently stated that California is the land of opportunity for operators of 1c gum vending machines.

Mann said, "California has a mild climate, the people are modern minded and are accustomed to patronizing places of business which are excellent locations for 1c gum vending machines. Because of this, the 1c gum business should be exceptionally good in California. The territory is yet uncrowded with competition and operators who get their routes established now will be able to secure the cream of locations." He went on to say, "Some of our operators in California have had sufficient gross profits in as little as six months to pay the entire cost of the machines. In fact, any operator who applies good judgment and the necessary effort should be able to pay for his machines from gross profits within a year or less. Such gross profits are exceptional in most vending lines today because of the strong competition for locations."

It has been authoritatively estimated by experienced machine people that \$50,000.00 to \$100,000.00 of 1c vending gum sales could be made each year in the Los Angeles area alone. California operators who do not now have 1c gum vendors are overlooking a good bet for increased profits at very small additional expense since our machines are sold on such low terms that after the cash payment is made, gross profits should more than meet monthly payments. That this is so is evidenced by the increasing number of inquiries we have every week from all parts of the State."

Mann stated that he had recently been in Los Angeles and that opportunities for 1c gum vendors in that city seemed overwhelming as compared to other cities of like size.

The G. V. Corporation are the exclusive distributors of the dependable Adams gum vendors and nationally famous Adams vending gum which, it was recently reported, was the first merchandise of any kind to be sold through automatic vending machines. It is believed that the original sale of Adams gum through vending machines took place more than 50 years ago and these brands have been sold through vending machines continuously since that time. ♦

Two Shows For DuGrenier

HAVERHILL, Mass.—As in the past, Arthur H. DuGrenier, pioneer manufacturer of automatic merchandisers will again display products at both the Coin Machine Show at the Sherman Hotel and the National Tobacco Show at the Palmer House, with larger exhibit spaces taken in each case and DuGrenier executives concentrating on outstanding display settings.

Frank C. DuGrenier, president of the firm, Miss Blanche E. Bouchard, treasurer, and Burnhart "Bip" Glassgold, vice-president, will be present at both affairs to greet old acquaintances and meet new entrants into the fields since the 1940 shows. Sales representatives due to be present include C. A. Blake, D. W. Hartzell, Wally Sipple, Joseph Snow, Ralph Littlefield, O. H. Feinberg, James H. Martin and Robert Kline.

The displayed line will include the Champion cigarette merchandiser, the DuGrenier five-cent candy bar machine and other products.



Growing appreciation of the value of automatic music in drug stores is evidenced in this picture of a Wurlitzer installation by Harry Kaplan in Store 3 of the Towne-Allison chain at San Bernardino, Calif. Unit is a Model 71 mounted on a 710 stand.

PATENTS AND TRADE MARKS

The following memorandum relating to patents and trade-marks is made available through an arrangement had with JAMES ATKINS, registered patent attorney, Munsey Building, Washington, D. C. The trade-marks were recently published by the United States Patent Office and, if no opposition thereto is filed within thirty days after the publication date, the marks will be registered.

We have also arranged with Mr. Atkins to furnish our subscribers with preliminary information respecting their patent and trade-mark matters, the same to be without charge to them. Address your inquiries to Mr. Atkins, advising him you are a reader of this paper, and a prompt report will be sent you.

Brief drawings of the Patents described are on file in the COIN MACHINE REVIEW offices.

2,222,713 COIN FEEDING MACHINE

James Kiss, Bethlehem, Pa.

Application August 9, 1938, Serial No. 223,923

1 Claim. (Cl. 133—3)

In coin feeding apparatus of the class described, a coin hopper, a movable coin feeding member in said hopper, means for operating said member to move the coins for feeding action thereof, an electric circuit operable upon closing of the same by coins disposed in the hopper to effect the operation of the last mentioned means.

2,222,863 COIN SEPARATOR

Walter A. Tratsch, Chicago, Ill.

Application May 26, 1939, Serial No. 275,878

4 Claims. (Cl. 133—3)

2. In a coin separator, an elongated downwardly inclined separating chute having an entrance at its upper end and a substantially flat bottom, said chute being disposed so that coin elements may slide face down on said bottom toward the lower parts thereof, said chute also being inclined so that one longitudinal side is lower than the other so that the rim portion of said coin elements will tend to bear or roll against said lowered longitudinal side, said chute having a series of drop-out openings arranged along said bottom below said entrance, said drop-out openings being of relatively increasing width crosswise of the chute so that coin elements of different diameter moving down the chute will continue toward the lower end thereof unless they are of a diameter to pass through one of said drop-out openings, and deflecting means for each opening and including a dog mounted for pivotal movement in a plane parallel to the plane of said bottom and the corresponding opening and each situated at that side of the chute opposite to said lower longitudinal side thereof, each dog being pivoted by gravity into a normal position and each having a coin engaging arm normally projecting over the corresponding drop-out opening for engagement with the leading edge portion of descending coin elements, each arm being adapted to be pushed out of the way of any such coin element which is of a diameter too large to pass through the corresponding opening, each of the arms having a beveled edge portion positioned for engagement by the leading edge portion of a descending coin in a manner to cause said coin to tend to work beneath the arm toward the corresponding drop-out opening for deflection through the latter provided such coin is of a diameter to permit movement through the opening.

2,221,016 MACHINE FOR STORING AND VENDING REFRIGERATED ARTICLES

Charles F. Wood, Los Angeles, Calif.

Original application May 16, 1938, Serial No. 208,207. Divided and this application January 29, 1940, Serial No. 316,181

6 Claims. (Cl. 312—42)

1. In a vending machine, a storage chamber, means for supporting within the chamber a stock of articles to be vended, including side wall members spaced from each other by a distance substantially equal to the length of the articles to be vended, the rear edges of said side walls being formed with inwardly extending flanges to engage the rear faces of the articles in the stack, front flanges associated with the front edges of said side walls, and means mounting said front flanges for movement between closed positions extending across the front edges of articles in the stack and open positions exposing the full width of the stack for the reception of articles during refilling of the stacks.

2,222,862 VENDING MACHINE

Walter A. Tratsch, Chicago, Ill.

Application October 14, 1937, Serial No. 168,982. 4 Claims. (Cl. 312—97)

1. In a device of the class described, an endless conveyor mounted for movement in a vertical plane and including serially arranged means thereon for positioning articles in columnar form



"Tiny" Naylor, a Californian who really knows the restaurant business, tells the Rock-Ola Leadership Girl that Dial-A-Tune Wall and Bar Boxes in his popular eating chain are doing a land-office business. Fred Neumann, right, owner of San Francisco's Rex Vending Co., Rock-Ola distributor, smiles. He's heard the story many times before.

one above another, means providing a discharge chute positioned adjacent the top of a column of merchandise on said conveyor, and a movable ejector member also arranged at the top of the column of merchandise for movement into engagement with the topmost article to dislodge the same for movement into said discharge chute, motor means and mechanism providing a driving connection between said motor means and said endless carrier and said ejector member and arranged and constructed to effect operation of said ejector to dislodge an article as aforesaid and thereafter move said endless carrier a distance to position the next succeeding article at the top of said column, and control means for energizing said motor means for the purpose aforesaid.

2,223,328 COIN CONTROLLED MECHANISM FOR VENDING MACHINES

Louis H. Morin, Bronx, N. Y., assignor to The Coca-Cola Company, Wilmington, Del., a corporation of Delaware.

Application July 22, 1936, Serial No. 91,836

1 Claim. (Cl. 194—85)

In a coin controlled mechanism for vending machines, a manually actuated drive shaft, a driven shaft, a coupling device for joining said shafts together to cause the driven shaft to be actuated in the operation of said drive shaft, said coupling device involving a rotary oscillatory segment in direct operative engagement with the drive shaft, a disk arranged in juxtaposition to said segment and united with said driven shaft, means for supporting a coin in said disk in position to be engaged by said segment to cause said disk to be rotated in the operation of said segment to drive said driven shaft, a pawl pivotally supported in connection with said disk in position to register with and engage a coin supported therein, and a stop block co-acting with said pawl so that when same is in a predetermined position the disk is retained against rotation in one direction.

2,222,434 COIN CONTROLLED LOCK MECHANISM

George Hofmann, Boston, Mass., assignor, by mesne assignments, to American Locker Company Inc., Boston, Mass., a corporation of Delaware.

Application April 5, 1937, Serial No. 134,959

2 Claims. (Cl. 70—436)

1. In a coin controlled device of the class described, a body member adapted to be mounted on and within a parcel checking cabinet, a lock carried on the body member and operable through a locking-unlocking cycle, a mechanical recorder including a plurality of rotary counters within a housing conforming to and closely confining the counters, a window in the

housing through which registering numbers on the counters are visible, a closure for one end of the housing, resetting means extending through the closure axially of the counters and having connection with the adjacent counter, means for actuating the recorder to add one indication thereto at each cycle movement of the lock, an element removably mounted on the body member in position preventing operating access to the resetting means, and means preventing unauthorized removal of the element from such position.

2,220,175 NEWSPAPER AND MAGAZINE VENDING MACHINE

Wallace C. Rice, Bridgeton, N. J.

Application March 11, 1938, Serial No. 195,246

5 Claims. (Cl. 312—57)

1. A machine of the character described comprising a casing provided with a newspaper or magazine holding compartment having a discharge opening in the bottom adjacent one end; a closure member for said opening; means whereby the newspapers or magazines are constantly urged toward said opening; means mounted in the casing adjacent the discharge opening and movable into and out of the path of the newspapers or magazines for holding the latter at the opening, a portion of said means being adapted to move into the path of the succeeding newspaper or magazine when the other portion of said means moves out of the path of the foremost newspaper or magazine; means whereby the spacing between the two portions of said last mentioned means may be regulated to the thickness of the newspapers or magazines; spring controlled means, operable from the casing exterior, having link connection with the closure member, whereby the latter is operated and normally held in closed position; and coin controlled latch mechanism tiltably mounted in the casing and normally holding said last mentioned means against operation, said latch mechanism being adapted to tilt out of holding position through the action of an inserted coin.

2,221,850 COIN CONTROL MECHANISM FOR ELECTRIC CIRCUITS

Albert W. Shertenlieb, Long Beach, N.Y.

Application July 14, 1938, Serial No. 219,231

3 Claims. (Cl. 194—6)

1. In a coin controlled circuit closer, a motor driven time clock forming part of the said circuit, a rotatable coin carrier having spaced and insulated conducting members electrically connected to terminals forming a break in the given circuit, a plurality of diametrically opposite sets of aligned slots in said conducting members, the

—TURN PAGE

circuit being closed by an inserted coin engaging the conducting members in a set of said slots, means mechanically operated by the clock to rotate the coin carrier whereby at predetermined intervals the coin falls out of a set of aligned slots thereby breaking the circuit.

2,221,723

VENDING MACHINE

Edward A. Rinkhoff, Irwin, Pa.

Application January 30, 1939, Serial No.

253,701. 5 Claims. (Cl. 312-86)

1. A machine of the kind described comprising a vertical magazine adapted to support articles in horizontal position and vertical stacked relation, means offset from said magazine for bringing articles to an upright position in single order, means for transferring articles from the magazine to the said first-named means, a lighter movable with the transfer means for the lighting of each article when in an upright position in the offset means, a draft element operating when the lighter is in lighting position, and means for operating the transfer means.

2,223,515

VENDING MACHINE

Albert E. Gebert and Myron H. Richardson, Wilmette, and Floyd C. Black, Chicago, Ill., assignors to Advance Machine Co., Chicago, Ill., a corporation of Illinois

Application October 31, 1938, Serial No.

237,856

15 Claims. (Cl. 312-94)

1. In a vending machine an article support, a plurality of separate article retaining means co-operating with the support, means for actuating one of the retaining means to release the article held thereby, locking means for the other retaining means, said locking means embodying a pivotally mounted locking element, a second element mounted upon the said locking element for bodily movement therewith and for movement with respect thereto, means connected with the actuated retaining means for engaging the second said element to swing the locking element about its pivot to render the last said locking element inactive, and means for causing the said second element to be moved with respect to the said locking element during its bodily movement with the latter whereby to position the said second element to lock the said one of the retainers.

Ser. No. 435,461. Victor V. Kunkel, doing business as Kunkel Metal Products Co., Los Angeles, Calif. Filed Aug. 28, 1940.

K

FOR VENDING MACHINES.

Claims use since July 30, 1938.

2,224,559

COIN CONTROLLED MECHANISM

Burns S. Watling, Chicago, Ill., assignor to Watling Seale Company, Chicago, Ill., a corporation of Illinois

Application March 25, 1938, Serial No. 198,020

9 Claims. (Cl. 194-55)

1. In a coin controlled mechanism for releasing a detent element, the combination of a coin chute, a fixed plunger supporting and guiding member underlying said chute, a plunger slidable in said member and formed with means for laterally engaging a coin dropping from said chute, a pivoted vertically movable member disposed, in its lowered position, alongside said detent element and, in its raised position, swingable to a position above said detent element, a spring urging said movable member to said position above said detent element, another spring urging said movable member to lowered position to thereby release said detent element, and means actuated by the coin on

the in stroke of said plunger and from which said movable member is pivotally suspended for raising said movable member.

Ser. No. 437,127. The Exhibit Supply Company, Chicago, Ill. Filed Oct. 21, 1940.

MAGIC HEART

FOR COIN-CONTROLLED AMUSEMENT APPARATUS.

Claims use since Aug. 12, 1940.

40% Gain In Collections Reported

CHICAGO—Declaring that "Bally's Attention has increased novelty collections as much as 40 percent," George Jenkins, Bally general salesmanager, states that "from all sections of the country reports are coming in from operators who, by placing Attention on location, have immediately stepped up their earnings with the most substantial income gain novelty operators have enjoyed since Bally Reserve."

Universal appeal is credited with the success of the new game, which has "box-car totals" so dear to the hearts of high-score fans, the ever-popular "Spottem Skill" or "lights-out" idea, and the new "Top-o-Dial" feature which has the winner-take-all appeal of a reserve, with a 75 re-play top.

Jenkins declares Attention's location performance has caused such a demand as to require pushing production to the limit to keep up with orders.

Analyze Business For Bigger Gains!

NEW YORK CITY—One of the major reasons for the success of Big Business is its careful use of research and analysis of records, believes Charles Fleischmann, manager of the coin machine division of Baltimore Salesbook Co. Noting the fact that most universities now have courses in statistics and the fact that large industrial concerns employ statisticians to analyze cost, watch trends, consider dealer and consumer relationships, decide advertising and expansion policies and generally chart a course for future activities, Fleischmann thinks that operators—even those who use collections books now, as many do—would benefit by a more careful analysis of their records to the extent of improving their income and their business in general.

Sometimes records will show a location as unprofitable, or will indicate that location is getting too large a share of income, when records are studied closely in relation to:

cost of machine in months according to probable life, plus maintenance or labor costs, plus overhead, plus transportation expense, cost of securing location, merchandise, insurance, a reasonable return on investment, and a reserve for contingencies. A mere glance at income from a single location will not reveal the true state of the business there without this further consideration.

Further benefits from record-keeping and their study, indicated by Fleischmann, are: easier compilation of income and sales tax information; judgment of the merits of various units of equipment over those of another manufacturer; comparison of monthly business volume and earnings with the same months of the previous year, showing a gain or loss; use of statistics in gaining merchant and public good will; controlling inventories for best and most economical service to the average location; determining percentage of income from each time of equipment where more than one is included in the route; use of analysis as a means of stabilizing earnings and of eliminating unethical and unfair practices.

Fleischmann also urges that operators analyze carefully their specific needs before purchasing record books, to increase the efficiency of this phase of their business. Some operators combine collection information for several types of machines on a single report; some need special books printed for particular needs. In general, however, his firm is instantly ready to supply a given form for a given operation, as indicated by recent addition of a maintenance book for service calls, an improved phonograph book to care for bar and wall boxes, and two books for beverage machines, Fleischmann declares. "The important thing, however," he asserted, "is to analyze the reports carefully once they're down, to get the most good from them."

Basketball Team Has Bally Name

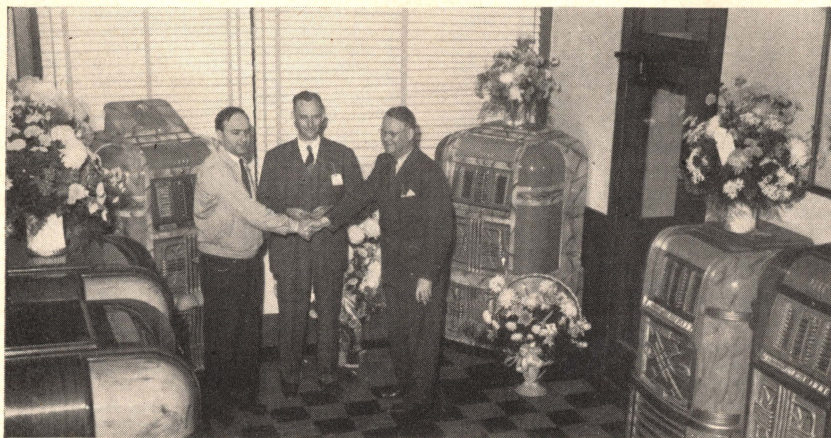
ROCHESTER, N. Y.—Eastern coinmen are getting a lesson in public relations from Johnny Bilotta, head of Bilotta Brothers, local distributors, who has won valuable good will and favorable press comment by sponsoring a popular basketball team which is making records in the current local hoop tournaments.

"I have named the team Bilotta's Ballys because, after all, the Bally Mfg. Co. comes up with the games that keep our sales humming and thus enables us to take on a proposition like this basketball team," Bilotta explained. A picture of Bally's new Defender machine gun is reproduced on the players' sweaters because, says Bilotta, "this is sure to be the standout game of the season, and I know Bilotta's Ballys will be the standout quintet of this territory."

Douglis in Florida Till Show-Time

CHICAGO—With Al and Mrs. Douglis in Florida taking a brief, well-earned vacation until time for the Show at the Sherman Hotel, Dave Helfenbein has been temporarily in charge of the firm, and he has just completed a check among distributors of Cub and Ace counter games to learn how sales stand.

Reaction continues the same, he indicates. Sole problem is still production, with weekly income from the two units "greater than on any other non-token payout counter games ever produced in the industry with some reports even exceeding the take that has been collected from American Eagle and Marvel." Latter games, he indicates, still continue strong in interest.



No Rock-Ola distributor from New York to Oregon is more progressive than Coast Amusement Co., Portland, Ore., according to co-owners Bob Allen and Lester Beckman, who point with pride to their new display rooms as designed to serve Rock-Ola operators more efficiently. The move to larger quarters was made necessary, they declared, by a constantly increasing demand for Rock-Ola equipment which, Beckman says "always retains simplicity in leadership, while other equipment each year becomes just a bit more complicated."

Corcoran Announces '41 Buckley Boxes Ready

SAN FRANCISCO—Announcement was made by William Corcoran, recently appointed Pacific Coast District Manager for Buckley Music Systems, that the new 1941 line of Buckley Wall and Counter Boxes is now on display at the showrooms of all Buckley Distributors.

The new Buckley box is of non-breakable, die cast construction, and is beautifully illuminated with fluted insets of colorful plastics. The plastic insets are arranged to make the box fully tamper-proof and yet provide a maximum of eye-appealing illumination. Dials are self-setting and the complete mechanism is mounted as a single unit, made easily accessible through a new and simplified method of assembly. A variety of exterior finishes is available.

Operators who have inspected the new Buckley line are unanimous in their enthusiastic comments, according to Corcoran.

"The thousands of Buckley Wall Boxes that have been installed on the Pacific Coast during the past year," said Corcoran, "have won the unqualified endorsement of operators. Their simplicity of construction and freedom from necessity of service and adjustment demonstrated their superiority over other types of remote installation.

"Scores of orders have already been placed for the 1941 models," continued Corcoran. "A new and enlarged line of accessories for all makes and models of phonographs is now also on display at all Pacific Coast Buckley distributors. Immediate deliveries on both the boxes and accessories are available for Western operators."

Corcoran stated that many operators had placed orders for the new line at the November Coin Machine Show in Los Angeles. Pat Buckley, president of Buckley Music Systems, maintained a booth during the Show and also a suite of rooms in the Biltmore for the entertainment of his host of friends among Western operators.

Corcoran stated also that all Western distributors had been invited to attend the Chicago Coin Machine Show being held this month, as guests of Buckley Music Systems Inc. Among those who will attend are: William Corcoran, San Francisco; Bud Parr of General Music Co., Los Angeles; Charles A. Robinson, Los Angeles; Sam Kingston, Metro Music Co., San Francisco; Mel Baer, Baer Music Co., Oakland; Joe H. Baker, Fresno; D. B. Scotto, Sacramento; Aubrey V. Stemler, Portland. ♦

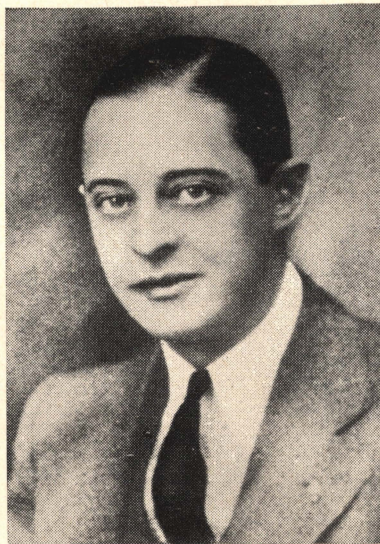
Groetchen Explains Imp's Popularity

CHICAGO — Imp's sensational success was not an accident, declare officials of the Groetchen Tool Company, but was the result of designing a definite machine to meet a definite need.

"Timing" is the important thing, in the opinion of Richard Groetchen, president of the firm, who stated that Imp was an outstanding example of presenting the right machine at the right time.

"The development of a new machine is not just a matter of conceiving something new and putting it into mechanical form," said Groetchen, during a discussion of the new innovations which the firm will introduce at the 1941 Coin Machine Show. "New ideas do not mean anything if they cannot be translated into player appeal and earning power on location.

"While we cherish our reputation for originality we do not present something new just for the sake of being first. A successful new machine is one that has a definite pur-



Harry Hoppe, Baker Novelty Company executive, sees a big year ahead and invites operators to not miss the Baker line at the 1941 Show.

pose—fitted to a definite territorial demand and a definite location need," Groetchen declared.

"Before a rough model is made, even before we attempt a sketch or drawing of a machine, we make a careful survey of territories, legal restrictions and locations. Our new machines are not conceived by designers or experimental engineers in our laboratories, but rather by men who are familiar with actual operating conditions. When a definite need or opportunity is found to exist we try to visualize the kind of machine which will meet that need or opportunity. This idea is given to our designers and engineers who may work months before a finished model is approved. Consultations with operators and distributors are then held to determine whether the machine will be placed in production.

"Imp was one of the most popular counter games of all time because it was created to meet an unprecedented opportunity for a miniature model, because it was discreetly designed in a 'radio' style cabinet so that it would 'stay on the job' once it was placed on location, because its action and playing appeal spelled big earnings for operators, and because its mechanical dependability was almost 100 per cent perfection. In other words," said Groetchen, "Imp proved to be the right machine, introduced at the right time.

Daval Distributors Active With Cub & Ace

CHICAGO — Booths 52 and 53 at the Chicago Show will be well manned by leading distributors, according to announcement of officials of the Daval Co., counter game manufacturers. Among the firms due to be represented there, are Electro-Ball Co., Sicking, Inc., Atlas Novelty Co., Banner Specialty Co., B. D. Lazar Co., Seaboard Sales, Inc., Trimount Coin Machine Co., H. G. Payne Co., Silent Sales Co., Moseley Vending Machine Exchange, Mayflower Novelty Co., The Markepp Co., Ideal Novelty Co., and the Mac Mohr Co.

Most of these distributors are intensely active in their own areas with Cub and Ace, according to report of Daval officials. Harry Moseley, of Richmond's Moseley Vending Machine Exchange, terms the two counter games his "mighty midgets" in promoting them. Si Lynch and Ed Furlow of the Electro-Ball Co., Dallas, believe their firm will set a new record for counter game sales with Cub and Ace. Ben and Si Lazar, of B. D. Lazar Co., Pittsburgh, have found it effective to tuck a Cub and an Ace under each arm and go out and visit their customers, and J. E. Cobb, president of Kentucky Springless Scale Co., Inc., of Louisville, declares that "Cub and Ace are the two greatest counter games my firm has ever featured."

"Full Speed Ahead" Is Gottlieb 1941 Motto

CHICAGO—"Forward for '41 is the feeling behind the big rush of business as D. Gottlieb & Co., moved into the newest and most modern coin machine factory in the world," said Dave Gottlieb, company president. "With the year 1940," he continued, "we closed the biggest year in our history, climaxing it with our removal into our new factory. We are all set for big business ahead. Our new equipment, which permits new, last-minute production methods and new standards of precision manufacturing, is a marvel of modern industrial efficiency. Business indications point to a tremendous increase of volume in the coin machine industry for 1941. With our new equipment and facilities, D. Gottlieb & Co., will continue in the forefront of manufacturing and maintain its enviable position of leadership. First of the Gottlieb parade of winners to go into production at the new plant are Champ and the good old reliable 3-Way Grip Scale. We'll be at the old stand at the Chicago Coin Machine Show, booths 3-4-5, and urge all to attend." ♦

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San Francisco, California

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Have your machines adjusted, tightened, cleaned and greased. Replace defective springs and worn parts. Have them buffed and painted. Install new Reel Strips and Award Cards. Increase earning power. Let GRAHAM do the job. 212 East Palmer Ave., Glendale, Calif. Phone: Citrus 1-1093. (SS-C)

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Largest selection used Equipment on West Coast. Thoroughly reconditioned with new factory paint job. Reliability—our password. S. F. MERCHANDISING VENDING MACHINE COMPANY, 156 9th Street, San Francisco, Calif. (5-41P)

COIN WRAPPERS

Tubular 1c, 5c, 10c and 25c, guaranteed heavy paper; 45c a thousand in 25,000 lots, 60c single thousand. Accurate Penny Coin Counters, heavy aluminum, \$1.00. Belt Pocket, 35c postpaid. HECHT NIELSEN, 1322 Congress St., Chicago, Ill. (NDJ-C)

BARGAINS

600s, \$134.50; 24s, \$79.50; 61s, \$74.50; 51s, \$44.50; Columbia's Q. T.'s, Vest Pockets, \$27.50. Request Arcade closeouts. COLEMAN NOVELTY, Rockford, Ill. (NDJ-P)

PHONO PARTS

Are you in need of any Wurlitzer Phono parts? Save 75%! Write immediately—Tell us what you want! SUPREME VENDING CO., 557 Rogers Ave., Brooklyn, N. Y. (TF-C)

EXHIBIT DIGGERS WANTED

Will pay \$50.00 each for Exhibit Jumbo Streamline Diggers, \$35.00 for Baby Streamlines, \$15.00 for Dome Tops. Can use up to 100 of each. MT. ROYAL NOVELTY, INC., 306 East Baltimore Street, Baltimore, Maryland. (J-P)

COUNTER GAMES

like new at low prices. Model E, F, G Iron Claw Diggers, Arcade Machines. Send for list. NATIONAL VENDING MACHINE COMPANY, 4242 Market Street, Philadelphia, Pa. (J-P)

FOR SALE

50,000 Used Records, Hill Billy and Blues. All in good condition. \$25.00 per 1,000. In lots 10,000 or over, Delivery Free. A. EICHLER, 21 Essex Street, New York. Tel. Orchard 4-9885. (JFM-P)

A golf professional, hired by a department store to give golf lessons was approached by two women. "Do you wish to learn to play golf, madam?" he asked one. "Oh, no," she said. "It's my friend who wants to learn. I learned yesterday."



"There's my chiroprapist, Josephine. He said he was coming in to see my footwork."

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January, 1941

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Univendor

THE MULTIPLE PRICE VENDOR

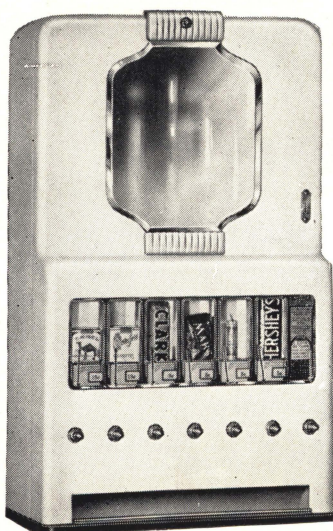
If you're looking for greater returns from your vending operations, then do as thousands of other successful operators are doing—switch to Univendor, the multiple price vendor.

Univendor is the only machine offering the multiple price vending feature. A feature which permits the vending of merchandise retailing at three different prices. This feature permits the varying of merchandise to fit each location requirement and encourages more than one sale to each purchaser. Check the exclusive Univendor features listed below.

- **Multiple Price Feature.** Univendor may be furnished to vend any of the following 3 price combinations (5c-10c-15c, 5c-10c-20c, or 5c-15c-20c).
- **Larger capacity, 3 columns—160, 6 column 102.**
- **Large individual shelf capacity, permits vending of all popular brands.**
- **Easier loading, a flick of the finger sets an entire column for reloading.**
- **Price of each column is set individually.**
- **Precision built mechanism gives years of trouble-free service.**
- **Modern styling for maximum eye appeal.**
- **Equipped with National slug ejector.**



Standard Model Univendor—8 column, 160 shelf capacity . . . available with multiple price feature or as a straight 5c vendor. Selection of pleasing colors to choose from.



UNIVENDOR JR., Wall or Floor Model. Univendor Jr. is a 6 column vendor with 102 shelf capacity. Can be furnished as a straight wall model with brackets and bolts for erecting. Or if the location conditions require, it can be furnished with matching base, making an attractive floor model vendor.



The Key To Larger Earnings

Write today for the complete story on the Univendor line of merchandise machines.

Stoner Corp.

332 Gale Avenue, Aurora Illinois



ROCK-OLA
SPECTRAVOX
Tone Column

Plus

- ★ **PHONOGRAPHS**
- ★ *Dial-a-Tune*
- ★ **MYSTIC MUSIC**
- ★ **ACCESSORIES**